

45th YEAR

# AMERICAN ROOFER & SIDING CONTRACTOR



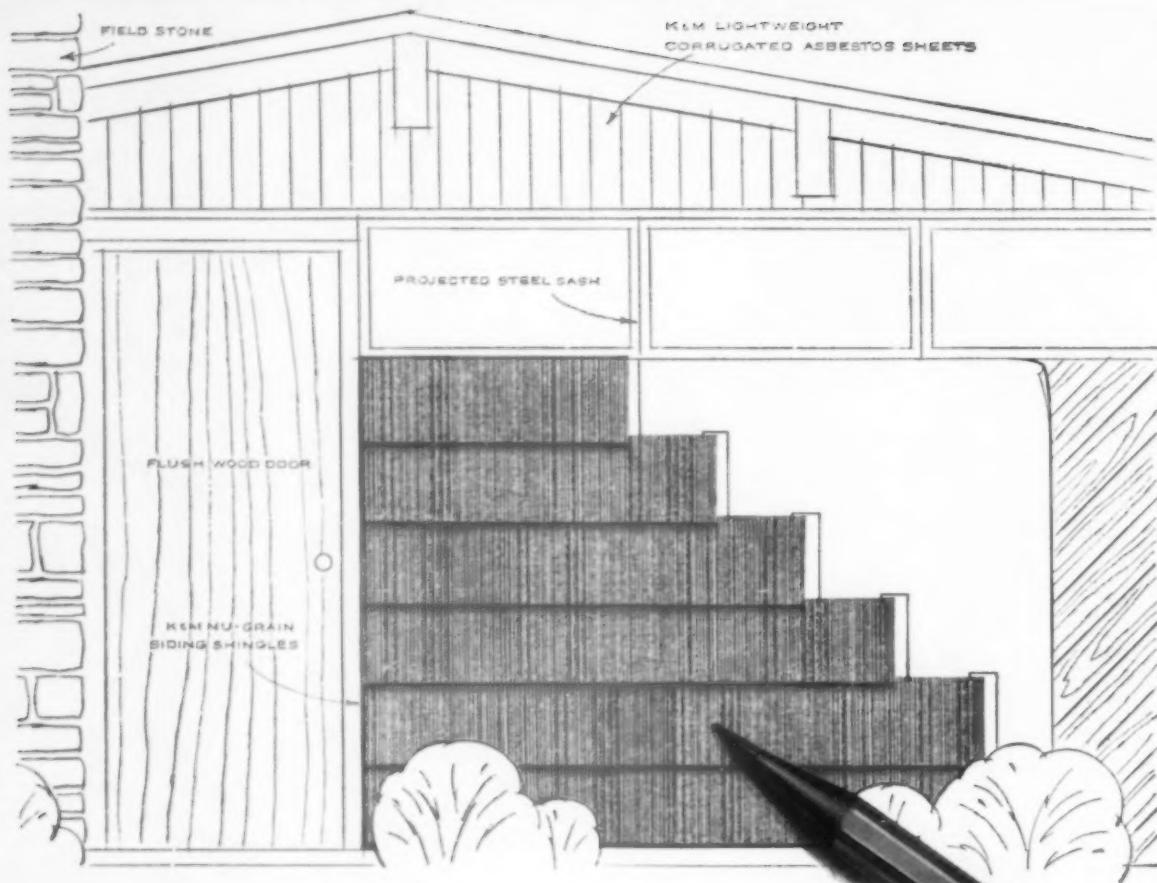
Color Sells  
ReRoofing &  
Residing

**August, 1955**

*In This Issue:*

***Styling Asphalt Roofs & Asbestos Siding***

***Special Eight Page Color Section***



The shingles illustrated here are Nu-Grain Green. The other five available colors are Brown, Red, Whitetone, Gray, and Canyon Coral.

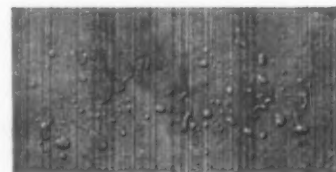
## Colors that close sales, satisfy customers! —K&M Nu-Grain Siding Shingles

When a prospect sees the exciting Nu-Grain colors, you're well on your way to a sale. Frequently, you can sell the idea of using two—sometimes three—of these colors on a home; for example, one for the patio wall—another for the carport—still another for the front. As a final "clincher," point out the attractive Nu-Grain wood shake pattern as well as the clear, pronounced shadow lines these shingles feature.

You can always depend on K&M Nu-Grain Siding Shingles to *keep* home owners happy—to make them enthusiastic "salesmen" for you. Wherever Nu-Grain shingles are

used, maintenance costs are cut to the minimum—protective painting is never required. Made of asbestos fiber and portland cement, these shingles won't burn, rot, or corrode. In fact, they become harder with age.

*Informative folder!* Write for literature on these colorful, nationally-advertised siding shingles—as well as for the name of your nearest K&M distributor. Information also available on K&M roofing shingles. Make sure you act today. Don't pass up this chance for extra sales, extra profits.



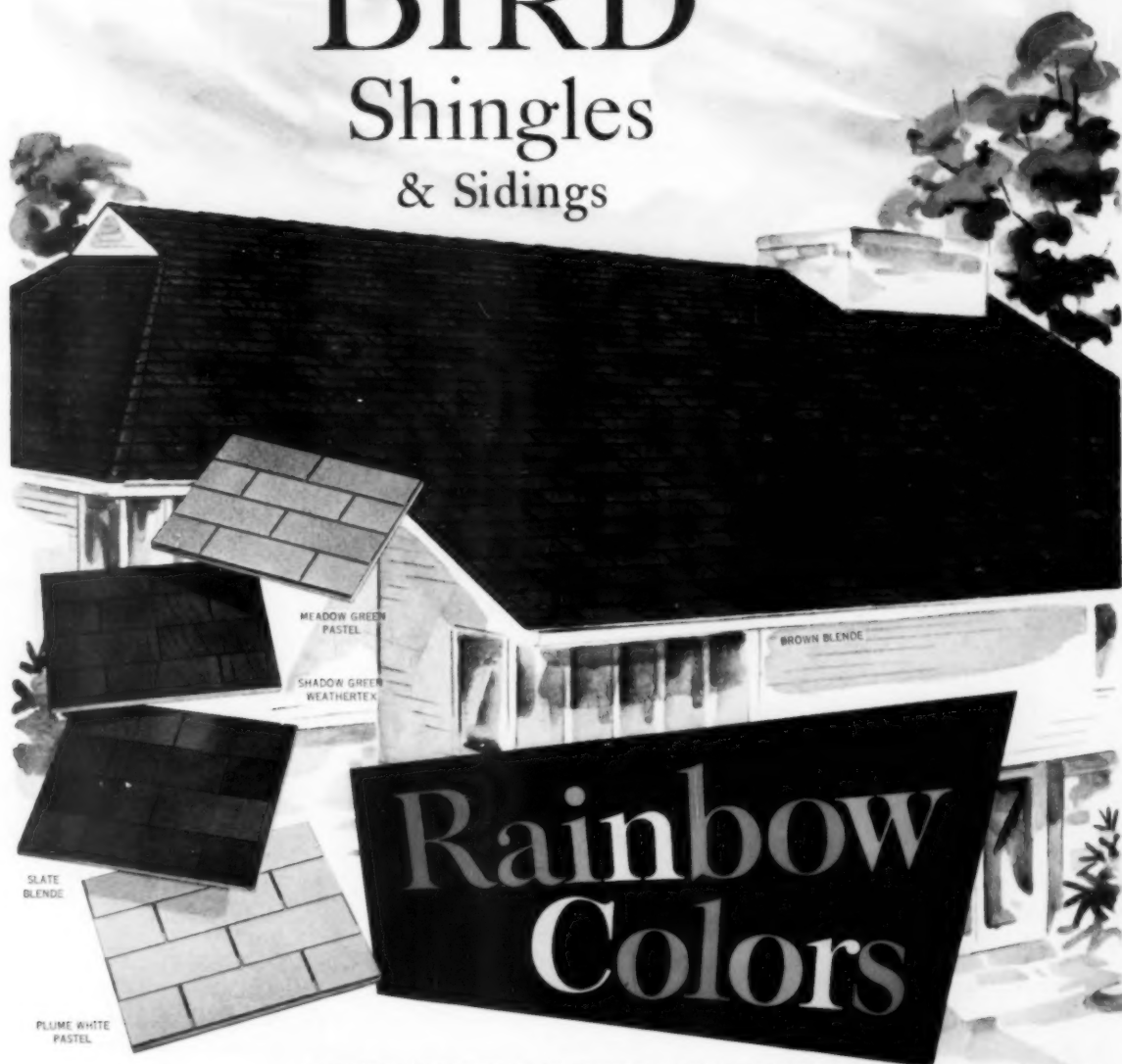
**SILICONE TREATED**  
so water runs off!

Water-borne dirt, which ordinarily causes streaks under window sills and other trim doesn't readily gain a foothold on K&M Nu-Grain Siding Shingles. Water "balls up" instantly, and runs right off the shingles.

**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA



# BIRD Shingles & Sidings



## YOU'RE LOOKING AT WHAT SELLS ROOFING TODAY: COLOR!

Especially the *Rainbow Colors* that have made BIRD Master-Bilt shingles so popular with so many homeowners.

Today's low roofline has skyrocketed interest in color-roofing. And aggressive, salesminded dealers are cashing in on the tremendous re-roofing and re-decorating market by featuring Master-Bilt's *Rainbow Colors*.

Why? Because of an unequalled variety of shade and tone . . . from smart, brilliant colors to delicate pastels . . . because the Master-Bilt shingle is a long-lasting thick-butt shingle with double surfacing — two layers of asphalt coating and two deeply-embedded layers of ceramic granules.

*Ask your distributor for further details — or write  
BIRD & SON, inc., Dept. AR-8, East Walpole, Massachusetts.*



QUALITY PRODUCTS SINCE 1795

EAST WALPOLE, MASS., NEW YORK, N. Y., CHICAGO, ILL., SHREVEPORT, LA.

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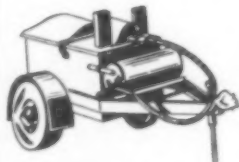
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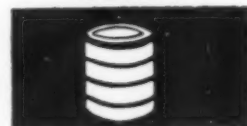


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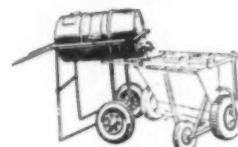


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August, 1955.....

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Address .....

These five Koppers Roofs protect the Los Angeles, California, Plant of The B. F. Goodrich Company.

Roofer: Owen Roofing Company.

The  
B.F. Goodrich Plant  
gets long-wearing  
roofs . . .

**KOPPERS!**

THE B. F. Goodrich Company has a well-earned reputation for selling products that wear well. For its Los Angeles Plant, B. F. Goodrich bought a product that wears well—Koppers Built-Up Roofing.

All five Koppers Roofs shown here—some 246,000 square feet—are bonded roofs. Koppers has guaranteed the performance of its roofing materials for twenty years.

Coal-tar pitch, the basic ingredient of Koppers

Roofs, is well known for its waterproofing qualities. It resists water without deteriorating and, because of its cold-flow properties, minor cracks heal themselves.

Get the best in built-up roofing by specifying Koppers. Koppers Pitch and Felt Roofs are widely-used to protect industrial, commercial and residential buildings. Full information given on request, or see our specifications in Section 7a—Sweet's Architectural File.



see our circular in  
ARCHITECTURAL  
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PITTSBURGH, AND WOODWARD, ALABAMA

• SPECIFY KOPPERS FOR LONG-LIFE ROOFING •

# Growing idea for non-residential roofing, too—

**CERTAIN-TEED  
WOODTEX  
ASPHALT  
SHINGLES**



**CHURCHES**—Redeemer Lutheran Church, Bartlesville, Okla. The rugged appearance of Woodtex Shingles lends itself to church architecture. Builder and Applicator: Cooper & Dorris Const. Co. Supplier: Overlees-Krause Lbr. Co., both of Bartlesville.



**SCHOOLS**—"Garfield Center" at the Erie College for Women, Painesville, Ohio. Woodtex Shingles provide wind resistance and a pleasing pattern for this long, low pitch roof. Roofing Contractor: Guaranteed Roofing & Sheet Metal Co.



**MOTELS**—York Motel, Parma Heights, Ohio. The fire resistance of Woodtex Shingles is an important safety feature here. Builder and Applicator: Precision Housing Corp., Parma Heights. Supplier: Askue Supply Co., Cleveland.



**TAVERNS**—Valley Forge Tavern, King of Prussia, Pa. Woodtex Shingles in handsome gray blend add distinction to this popular stopping place. Woodtex Shingles come in a beautiful range of popular new colors and pastel blends. Applicator: Thomas Lord, Collegeville, Pa.

Look where you'll find Woodtex Asphalt Shingles today. On churches, shopping centers, apartment houses, college and school buildings, motels—as well as on many of the finest homes.

It's an important trend...this increasing use of Woodtex in non-residential construction. Don't over-

look it. Certain-teed Woodtex is the fire-resistant asphalt shingle with the genuine built-up graining. This graining acts as reinforcing ribs, which add strength, rigidity and weight—give extra protection against wind and weather you can't get with ordinary asphalt shingles. Woodtex Shingles

are heavy and durable, and their handsome, massive appearance and beautiful range of new colors can add distinction to any building.

Are you using Woodtex Shingles for non-residential roofing? A line to Certain-teed now will bring full information on why it pays.

## Certain-teed

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Quality made Certain... Satisfaction Guaranteed



### CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

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ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES  
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • MOOF DECKS • FIBERGLASS BUILDING INSULATION  
ROOF INSULATION • SIDING CUSHION

# ..are you FACING DEFECTS?

## 1 Does your manufacturer give you Good Excuses for the waviness of his panels?

**WE DON'T**

Because . . . we "Unger Level" our Aluminum. Too, we don't bake our Siding in extreme heat to create waviness . . . we use 4 ovens and 4 lines to turn out our volume . . . controlled heat for quality.

## 2 Does your manufacturer carefully roller coat and bake his enamel just before he forms the siding?

**WE DON'T**

We apply our primer, paint and fire-bake AFTER FORMING, completely eliminating the possibilities of microscopic cracks and fractures that undermine the paint on the siding and eventually undermine the job and your business.

## 3 Does your manufacturer send you a pair of tin-snips with his siding?

**WE DON'T**

We don't have to . . . we "factory-notch" the ends of every siding panel. This gives for a rapid, neat and clean job. Ask your applicator which he prefers!



**KOVERLUM IS SIMPLE TO INSTALL. SAVE TIME AND LABOR WHEN YOU NEED IT MOST . . . AT THE PEAK OF THE SEASON.**



**EVERY JOB IS NEAT, TIGHT AND PRECISE. THE LOOK OF BEAUTY IS AUTOMATIC WITH KOVERLUM.**



## 4 Does your manufacturer use the tried and true methods of rolling and spraying his paint onto his siding?

**WE DON'T**

We achieve the fullest, most complete bond between paint and metal by electrostatic sprays which magnetize the atomized paint and seal it to the Aluminum. We use most modern equipment available.

**ROUND OUT YOUR LINE!  
Write For Samples Today**

**KOVER-LUM INSULATED** . . . The Aluminum Siding with weather-boarding already attached! Comes in **ONE** piece ready to nail.

**KOVER-LUM STRIATED** . . . Our own **EXCLUSIVE** design. The *only* dirt-proof Aluminum Siding on the market today. Cannot be imitated!

**KOVER-LUM EMBOSSED** . . . Embossed for strength. Excellent for hail storm areas . . . will not show dents.

**KOVER-STONE** . . . Genuine **INDIVIDUAL** precast stones. Covers any surface with final touch of beauty!

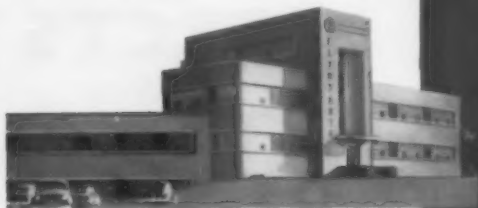
**U. S. ALUMINUM SIDING CORP.**

2725 W. Fullerton Avenue  
Chicago 47, Illinois

**Kover Lum**

Dickens 2-9500

**Out of the Flintkote  
Laboratory comes another  
Famous "Flintkote First"!**



### **Here's Scientific Proof! The "Blood Bath Test"**

**1** A production line siding sample with "Wrap-Around" Silicone Dura-Shield coating is about to be immersed in red ink at Flintkote's Research Laboratory. The first step in the "Blood Bath Test."



**2** Siding is withdrawn from ink bath. Note how ink is draining off the siding.

# **Now you can show your customers that throws off stain**

## **The exciting new Flintkote "Wrap-Around" Silicone Dura-Shield®**

You'll be glad to know that the famous Dura-Shield Coating is now *completely* wrapped around each individual panel of Flintkote siding.

And on top of that . . . a facing shield of SILICONE!

This "wrap-around" protection means that every single inch of Flintkote asbestos-cement siding: front . . . back . . . edges . . . corners . . . yes, *even the nail holes* . . . are protected against moisture and staining.

As a result dimensional stability is *built right into*

these sidings. And what an advantage *that* is!

What a selling argument this 2-in-1 protection gives you! What an opportunity for more profit, more satisfied customers!

The simulated "Blood Bath" and "Water Bead" tests, illustrated, can be demonstrated by you right in your own place of business or your customer's home. They are very simple . . . and very convincing. Write or wire and your Flintkote representative will call . . . to demonstrate.

- 3** Plain water is gently applied to surface to rinse off the remaining red ink.



- 4** After completion of "Blood Bath Test", the Flintkote Siding shows no sign of red ink remaining on the surface . . . thanks to Flintkote "Wrap-Around" Silicone Dura-Shield. Note how the ink stained the man's hand.



Remember, a siding that can take this "Blood Bath Test" without spot, can withstand any stain that Old Man Weather can dish out.

### Further Proof... The "Water Bead Test"

This picture shows how the silicone on the new Dura-Shield Coating gives Flintkote siding high surface resistance to water. Note how the water drops are repelled by the Flintkote coating. They roll off the siding as mercury would.



# asbestos-cement siding and water!

**Coating does it!**

THE FLINTKOTE COMPANY,  
Building Materials Division,  
30 Rockefeller Plaza,  
New York 20, N. Y.



## FLINTKOTE

*...the extra years of service cost no more!*

**Use This Dramatic, Scientifically-simulated  
"Blood Bath Test" To Sell Your Customers!**



With a dropper, place a blot of red ink on the Siding.



Then, using brush, spread red ink across the siding.



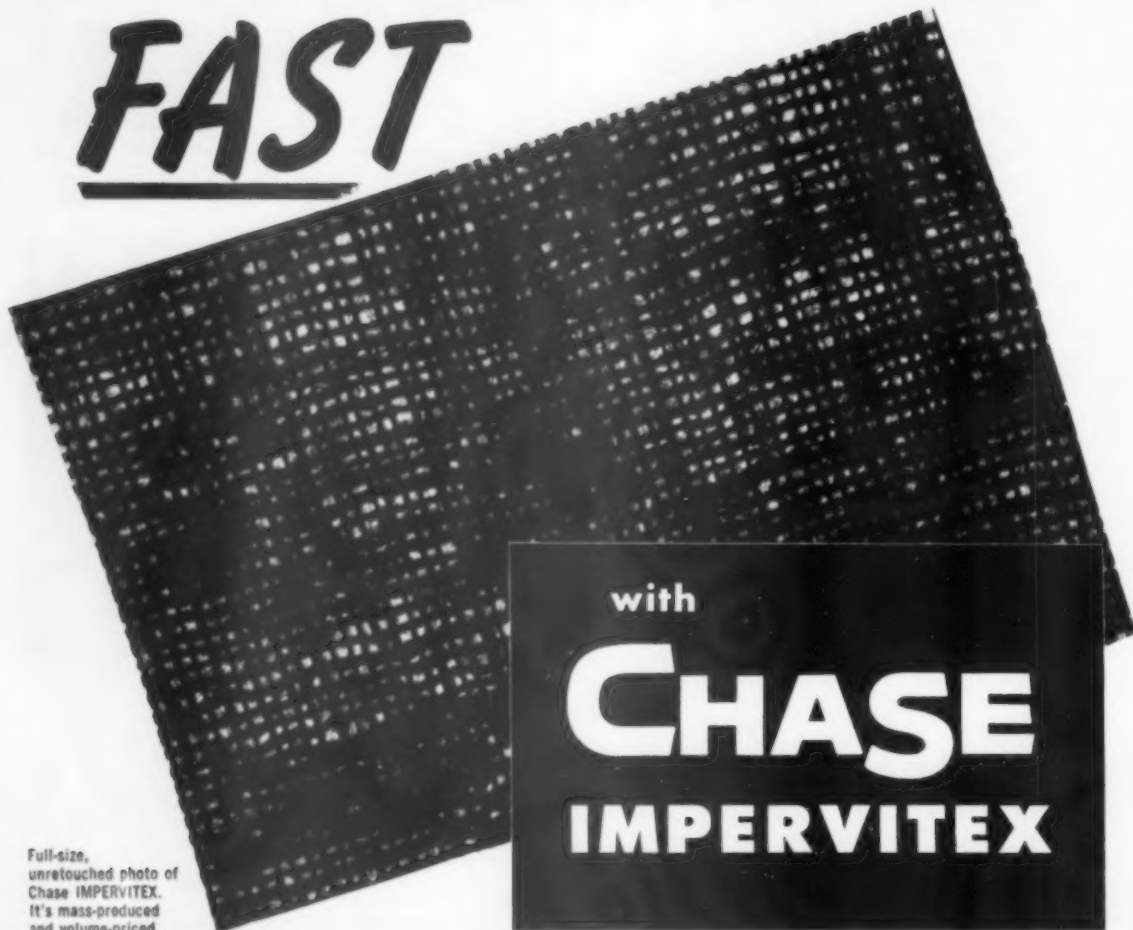
Pour water on siding—red ink will be completely gone!

Repeat this test on the back and edges of the panel with the same convincing results.

Invite your customers to make their own "Blood Bath Test" on

the exclusive new Flintkote "Wrap-Around" Silicone Dura-Shield Siding . . . or any other make of siding. That's sure to sell them . . . on Flintkote!

# MAKE LONG-LASTING, LOW-COST ROOF REPAIRS *FAST*



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unretouched photo of  
Chase IMPERVITEX.  
It's mass-produced  
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**CHASE**  
**IMPERVITEX**

**IMPERVITEX** is an improved, economical, and rot-proofed roofing membrane that is laboratory tested and specially designed to form a perfect bond between itself and waterproofing materials. It is unexcelled for vertical surfaces, water tanks, subway work, and easily conforms to the shape of the surface being waterproofed.

**IMPERVITEX** is impregnated under carefully controlled conditions by a special saturat-

ing process that fills the pores and strands of the fibres with moisture-repellent but leaves all the mesh free and open.

This means that your bonding agent forces up through the open mesh of the membrane where it is in position to join with the top coating.

**IMPERVITEX** meets ASTM Requirements D1327-54T.

*Write today for quotation and sample*

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30 Branches and Sales Offices—Strategically Located

# Nailing It Down

IN AN ADDRESS recently before the Muncie (Ind.) Chamber of Commerce, Roy C. Ingersoll, president of Borg-Warner Corporation, the world's largest independent manufacturer of automotive transmissions, outlined an intelligent course of action for continued industrial progress and national prosperity.

"It is a three-lane super-highway that leads to progress, and it is a route we all must travel together," he said in urging industry-labor-community cooperation. "We all must realize and appreciate our interdependence on each other."

Industry, he declared, must make profits to yield shareholders a fair return, to pay fair wages to the workers and to provide clean, safe and well-lighted factories, "equipped with the most efficient machinery that can be justified." Industry must also "plan for new products and for the improvement of the present ones so that they may merit the greater confidence of customers, who in turn will use more and more of those products."

"Then there is the obligation of the workman," Ingersoll continued, "to use these tools efficiently and to give an honest day's work for an honest day's pay; to cooperate with his fellow employees and his supervisors to effect all savings possible; and to enable his company to produce its products in a way to meet competition, thereby helping to insure the continuation of the company's business and the security of the employee's job."

"And it is the obligation of the community to provide the very best educational and recreational and other facilities that make for better and more pleasant living conditions—and also for the community to plan, just as industry must, for future growth."

\* \* \*

Hot weather is bad for the nation's livestock, farmers in general and the consumer's pocketbook because when the thermometer takes an upward climb, hogs, cattle and even chickens can't gain as much weight as normally, production is lowered and profits decline. These facts were reported by Farm Journal magazine in its June issue. The publication listed ways whereby animals could be made more comfortable and productive, and it suggested that light colored

(Continued on Page 38)

45th Year

Devoted to

- ★ Roofing
- ★ Siding
- ★ Insulating
- ★ Waterproofing

## AMERICAN ROOFER & SIDING CONTRACTOR

Vol. 45

AUGUST, 1955

No. 8

### CONTENTS

	Page
Free Catalogs & Literature.....	4
Nailing It Down.....	11
Get 15 Extra Sales Hours Weekly With Telephone Canvassers..	13
Pre-Cast Stone: A Quality Siding Applied By New Methods.....	14
How To Retrain Roofing Salesmen In Modern Ideas About Selling	16
NERSICA'S '56 Show Set for Atlantic City, N. J.....	16
COLOR SELLS: ReRoofing & ReSiding.....	18
I. 10th Year of Postwar Building Springboards Repair Era....	18
II. How Color Styling Shingles and Siding Modernizes Homes	19
Billboards and Snappy Showroom Increase Walk-In Trade 80%..	27
News of the Month.....	28
What's New .....	29
NRCA Head Tells Ga. Contractors: Modernize Methods.....	30

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**Quikbrik**  
THE PLASTERED BRICK

is used in Walt Disney's Magic Kingdom

# Disneyland



## QUIKBRIK—real brick in its most versatile form—helps make Disneyland a reality

When you visit Main St., U.S.A. in Disneyland—examine the brick buildings. They're real brick—Quikbrik—applied like plaster . . . It's fabulous too, that real hard burned face brick is pulverized—then applied like plaster to a masonry backing, mortar lines cut and it then hardens like the original brick.

Quikbrik is used in Disneyland for its permanence—Its real brick color—Its real brick texture—Its versatility and lower cost.

Architects specify it—Builders like it—Home owners love it.

*Dealerships are Available to Men or Firms With Imagination Who Want to Profit By This Fabulous Promotion.*

**American Cement Products, Inc.**  
7306 PURITAN • DETROIT 38, MICHIGAN

# AMERICAN ROOFER & SIDING CONTRACTOR

August

1955

## Get 15 extra sales hours a week by using telephone canvassers

**I**F you're the type that would like to get away from it all, the phone angle definitely isn't for you. But that little black instrument if used correctly, can pay its board! However, if you already do a phoning business perhaps the following will give you some new angles that will help increase the efficiency of your service.

Many of the larger firms in Atlanta, Georgia and some of the smaller ones, too, are finding that it pays to put their phones to work for them after hours. In larger firms, people are hired at about a dollar an hour, plus commission on sales from leads, to phone names in a special listing. In smaller firms, the owners do it themselves. The hours are usually from 6 P.M. until 9 P.M. This means fifteen hours of extra selling time each week.

### 4 Phones in Use

In the larger firms, sound-proof telephone booths are arranged and from two to six people, hired expressly for the purpose, dial number after number. With a full staff of six people the average attendance is about four a night; thus, only four phones are con-

By P. G. WRIGHT

stantly in use. Some firms have found that re-hiring new help after three months is a good policy, and they keep just those producers who bring leads amounting to at least one sale a week. This brings fresher approaches to the work, and it helps weed out those who are just using the job to fill in for a little extra money.

### Efficient and Friendly

Several firms have already contacted me by phone, although not all of them were roofing firms. I have found this type of approach efficient and friendly. It is usually followed by a bit of neighborly "chit-chat" that establishes the idea in my mind that this firm is a fine place to do business with. Although I cannot do business with all of them, I come away from the phone with ideas about a new roof and wonder if I've put off the job too long already.

"Mr. Wright," they usually begin, "I am Mr. Smith calling for the XYZ Roofing Company."

"Yes, Mr. Smith." I know what he'll say. But he has a pleasant voice,

and I have the time, so I wait.

"As a homeowner you will no doubt be interested in our excellent roofing service. We have guaranteed roofing, made by a large manufacturer, a famous name in the industry. One thing we are sure you'll like: our installation is done by experts."

"I'm sorry, but—"

"If you're not quite ready for it, can we put you on file and call you sometime in March or April, or even next year?"

"Yes, do that. I'll probably need some roofing then."

Then comes usual small talk about the weather, and the easy terms available, either by FHA or financed by the company.

### Welcome Calls

Strangely enough, I remember the man's name and the company he's working for. Instead of being annoyed by his calling, I am glad to have learned what his particular company can do for me. Although I may never have the job done by his firm, the next time someone in the office, or at

(Continued on Page 33)



Step-by-step application of pre-cast stone siding is shown above. In top photo, frame wall is covered with asphalt saturated builder's felt. Next, the entire surface is covered with steel lath. Third photo shows the completed bond coat wall in the process of curing. In last picture, mortar is applied to back of stones, which are then applied to bond coat. After this process is completed, joints are filled in.

## Pre-cast stone: siding applied by

Photos and Data Courtesy  
UNIVERSAL STONE CORP.



Herbert Martey (left), executive vice president of Universal Stone Corp. and Sidney Lukas, president of the company.

**A**LTHOUGH artificial stone siding has been on the market for years, pre-cast stone siding is a relatively new development which has only recently begun to enjoy wide popularity.

The method of applying pre-cast cement base stone siding, is, as its name suggests, is a system of applying sections which have been shaped and cured prior to application to the wall. The name is used to distinguish the system of precasting from other systems which involve direct application to the wall while the material is wet.

Pre-cast stone siding is not used as a structural product. Like brick it is a veneer. It does, however, add structural strength to buildings on which it is applied. Providing it is prepared right, pre-cast stone siding gets stronger with age. Its curing is continuous, as is true of all concrete products. In appearance it changes little over a period of time. There is a very slight weathering over the years, which has the basic effect of enhancing the material. There is very little fading. The material can be painted, but painting is not regarded as advisable. Most laymen think they are seeing natural stone when a first-class job has been applied. Colors are as varied as with natural stone.

### Philly Response Good

Popularity of the pre-cast stone siding is indicated, according to Herbert Martey, Executive Vice President, Universal Stone Corp., manufacturers of Glenstone, by the outstanding response which was received from the Philadelphia area. More inquiries on the pre-cast method were received from this center of Pennsylvania fieldstone and other natural sidings, than from any comparable area in a recent test period.

To Mr. Martey the Philadelphia response indicates that the market is very broad and requires merely an educational campaign to let the public know

that a premium material, very like the natural stone, is available at considerably below premium prices. Pennsylvanians, Mr. Martey pointed out, have a real appreciation of quality stone siding. If a market, which seemingly should be saturated, is so actively interested then the possibilities in areas where stone has never been familiar seem unlimited.

Pre-cast stone siding offers a number of very important advantages to the roofing applicator who is considering adding it to his lines of business. Selling and canvassing is made easy by the fact that almost any house on almost any block is a prospect. Because the material is a decorative addition to a home which actually increases its intrinsic value, there is no need to look for a house which obviously needs repairs in order to find a prospect.

There is a definite "keeping up with the Joneses" appeal to the realistic looking product. Mention to a home owner that he "wants to have a more substantial home" and the appeal brooks no arguments. The stone has decorative adaptability which makes it possible to use it inside the house: for fireplaces or in finished basements.

Price, of course, is a question. Yet, in estimating the cost of a pre-cast stone

## a quality new methods

siding job the roofing contractor has almost unlimited flexibility. If the homeowner likes the material but protests that he cannot afford the price, the contractor can offer him a combination of stone with other types of siding at a price which will be acceptable. He may sell stone on the front with asbestos or asphalt on the sides. In the case of a new home he may simply offer stone for a section of the front where the appearance would be improved.

The pre-cast stone siding business is an easy one for contractors to enter, Mr. Martey pointed out. Roofing and siding contractors already have trucks, equipment and experienced mechanics. What is lacking is training in the skills of applying the new type of siding, and this is something which is neither an arduous or long-term task for the skilled roofing mechanic.

Part of the franchise which Universal Stone Corp. provides for contractors who handle its product involves a course of free training for the firm's applicators. An experienced pre-cast stone siding mechanic is sent to the roofing contractor. This man works with the contractor's crew until they are thoroughly conversant with Glenstone application methods. If the contractor wishes he may send his men directly to the manufacturer where they are given a complete training course. Mr. Martey estimates that a week of concentrated training is all that's needed to train an experienced roofing mechanic.

Contractors in the stone business, Martey points out, often find themselves picking up other types of work while on the job. The contractor who handles combination storm windows, awnings, fence, or other home products may find that he is called upon to bring these products into the home at the same time he is consummating a sale for siding.



Above are three examples of pre-cast stone siding: Top is a home (note asphalt shingles and insulating siding); storefront (center); and church (bottom).

The pre-cast method of making artificial stone siding was developed only about five years ago. The material is actually cast and cured before being brought to the job site. This method has proved to have several advantages:

1. Colors can be mixed throughout the material, thus guaranteeing against fading or wearing off.

2. The sections are completely pre-cured. Whatever shrinkage is to occur takes place before the stone is applied to the house.

3. Only perfect sections need be applied. Seconds are rejected.

Right up to the present moment, methods of application, manufacture

(Continued on Page 37)

# How to retrain roofing salesmen in modern ideas about selling

By H. E. CARROLL

**S**ALES training for roofing and siding salesmen, to be most successful, must be a continuing process. Through training and re-training, a mediocre salesman becomes good, and a good salesman becomes better.

Times change and a professional man needs retraining to keep up-to-date. A doctor, for instance, studies new methods and new drugs. A Certified Public Accountant has a continuous training program just to keep up-to-date on the changes in the income tax law.

Selling is the most dynamic of all professions. So it holds that a salesman needs continuous training to keep in step and to become better. When learning stops—advancement stops.

Roofing and siding contractors realize how important it is to train and to retrain salesmen. Yet, when a plan is instituted to give the "old timers" additional training it begins to hit some snags. The veteran salesmen are bored to death. They know how to sell. Training is a waste of time, and they feel that the method of selling won't work for them.

To overcome these objections experienced roofing, siding and insulation contractors recommend the following five-point plan:

## 1. Change Selling System

Carefully handled and completely justified, this is one way roofing contractors have found to provide valuable retraining for salesmen. Here is how it works:

Some minor part of the contractor's system is changed. For instance, a new method of writing up loan contracts is established. This provides the basis for a training session on handling all sales involving loans. Naturally, it will include other types of sales and tech-

niques of closing with the new loan plan.

Or, a new line of roofing, siding or insulation is introduced to the salesmen. A way to sell this line is included in the re-training program. The salesmen are instructed how to make suggestions about the new line of roofing. And, along with ideas that specifically apply to this particular line, they get ideas that can be used to sell regular lines of roofing, siding and insulation.

The secret of this sales training method is to stress a minor issue (change in system or new line) and then in the re-training process, review the complete system or selling technique. Through this subtle technique, the "old timers" are given sound re-training which seems completely new to them.

## 2. Ask Their Opinion

Roofing and siding salesmen, by their very nature, are inclined to have

extrovert tendencies. They like to express themselves. They have ideas, beliefs and opinions. By asking them for an opinion, you cater to this fundamental trait and get your sales training message over effectively.

For instance, a roofing contractor has a series of things he wants to cover in his sales training program. They all need to be covered, but there is no particular order in which to present them. He asks the salesmen the order in which they think the material should be covered.

Different salesmen have different opinions. As a result, some arguments will develop about which is the most important. Finally, a vote is taken and the material is presented in the order selected by the employees. They take an active part in the sales training program because they feel they helped in its development.

With this sales training technique, you ask your salesmen these questions: (1) What do you want? or (2)

(Continued on Page 35)

## NERSICA's 1956 Show Set For Convention Hall, Atlantic City, N. J.

Atlantic City's huge Convention Hall will house NERSICA's 1956 National Home Improvement Show. The exposition, growing by leaps and bounds, has finally made the giant step to one of the largest exhibition halls in America. 250 display booths—fifty more than at Chicago will be offered in Atlantic City next February 11, 12 and 13.

Lincoln's Birthday week-end was purposely selected by the Association, because it includes a three-day week-end, Saturday, Sunday and Monday. Success of a Sunday opening date in this year's Chicago Show, prompted

selection of the week-end period, according to C. N. Nichols, Managing Director.



Above: Convention Hall, Atlantic City.

The Jack Lacy Sales Training Clinic, a popular event of the 1947

(Continued on Page 32)

YOUR KEY TO RECORD ROOFING SALES!

# New COLOR-HARMONIZED

## CELOTEX ASPHALT SHINGLES

**M**ore beautiful, more appealing than ever! The new COLOR-HARMONIZED ASPHALT SHINGLES by Celotex, a completely new line of 16 colors . . . ranging from the popular light, subtle shades to the always-in-demand deeper tones . . . blends . . . solid colors — plain or with new graining design!

Celotex Color-Harmonizing is produced by an exclusive process using special new granule color-blending equipment. With constant, rigid quality control, the result is production of improved textures, fresher, more appealing true pastel blends that do not pattern.

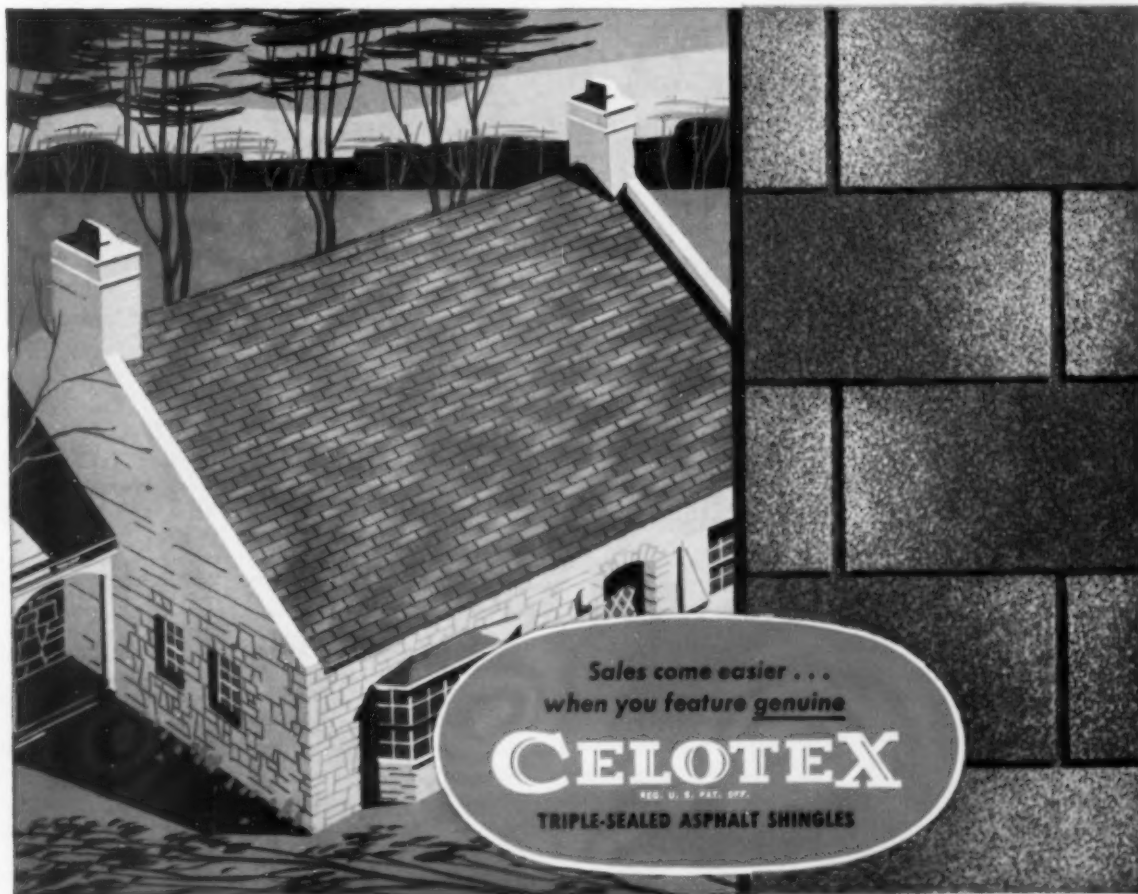
In addition, the Celotex Triple-Sealed Process gives extra years of built-in weather protection,

rugged durability and trouble-free service.

Supporting this product leadership, Celotex has prepared for you a merchandising program to make your selling job easier. Folders, display pieces, envelope enclosures, door-hangers . . . an unusual "Color Selector" booklet originated by Raymond Loewy Associates to give a visual pre-view of varied roof-color possibilities . . . all these will impress customers with sales-clinching Celotex benefits. See samples of the new Celotex Shingles! Contact your Celotex Representative or visit your Distributor and see the complete new Celotex line on exhibit!

THE CELOTEX CORPORATION  
120 South La Salle Street, Chicago 3, Illinois

New CORAL BLEND



Sales come easier . . .  
when you feature genuine

# CELOTEX

REG. U. S. PAT. OFF.

TRIPLE-SEALED ASPHALT SHINGLES

# COLOR SELLS

**Re-roofing &  
Re-siding**

## 10th YEAR OF POST-WAR BUILDING SPRINGBOARDS NEW REPAIR ERA

**I**N 1955, more than a million homes will be constructed. In the last ten years about eight million homes have been built. During the next twenty years between twenty and twenty-five million more homes will be built.

What do these statistics in the millions mean to the roofing and siding contractor?

One thing they mean is that in about a year from now over a million post-war homes will be 10 years old. Each year from then on, another million homes will be in the 10-year-old category. As year follows year, a million homes a year will be successively 11, 12, 13, 14, 15 years old.

It means that the repair and modernization story has just begun.

### Big Market

The homes that are between 15 and 25 years old today were built during the depression decade of 1930 to 1940. In numbers they are relatively few. In condition many of them are still excellent. The depression did two things: it cut the number of homes built, and competition required that those that were built be built well.

Roofing and siding contractors have been doing business among these pre-war homes for almost ten years. The business has been good. There has been plenty of work to do. But in ten years a lot of 15, 20, 25 year old houses have been reroofed and resided.

Now, in much greater volume than ever before, we have a steadily aging number of post-war houses. Some of the houses that were built right after the war were not particularly well styled. Many of them got whatever was available in a shingle roof, in siding. The colors were often drab. Color styling has only recently become emphasized.

### Neighborhood Appeal

What it means is that if you SELL COLOR you can put a new roof on that drab ten year old house. SELLING COLOR will bring that new, post-war re-roofing and residing market to you three, four, five years sooner. Everyone wants to keep up with the Joneses. Every homeowner wants his house to have the latest in color styling, in realistic shingle design effects, the most impressive looking roofs and sidewalls.

### Modern Research Tools

The volume of homes coming into the reroofing and residing market is bound to increase year by year. The contractor who is wise to modern materials which are available to him as the result of expensive research, will be able to make use of this knowledge to sell the modern homeowner with the best sales arguments.

As years go by more and more homes will be modernized, more and more homes are bound to be put on

the market. To achieve full valuation in a highly competitive home market which looms for the future, the landlord will want to bring his home up-to-date with the most modern materials applied according to scientific knowledge of color harmonization.

### Color Selling Is Tops

Admittedly color selling is just one of a score of good sales points available to the contractor. But it is an important point, perhaps the most important point in today's sales talks. The pages which follow are presented by *American Roofer & Siding Contractor* as a special service to its contractor and salesmen readers. They are printed in full four-color process at considerable expense, but with only one aim: the aim of helping you, the contractor, recognize to the full the potentialities of color selling.

### Long Range Values

The lay-outs herein are not designed for mere scanning. They can be made a complete part of the sales kit, available to show the prospect in specific detail how he can color-style his home with new shingles and siding. Put to use, they will reveal their value over and over again.

The complete modernization jobs suggested may even lead some contractors to tie in with other contractors who are more directly engaged in carpentry, construction or other aspects of modernization, on large scale home modernization enterprises. The color suggestions certainly offer a broad enough range to give vent to a host of projects and plans.

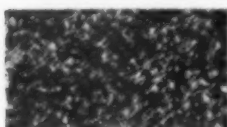


Believe it or not! Picture at right shows the same house as at left with a few structural changes. Transformation of this old-fashioned "goggle-eyed" gable house dating back

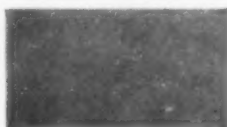


to before World War I, featured installation of new color roofing, a brick front and painting of panel door and picture window in bright accent color to match roof color.

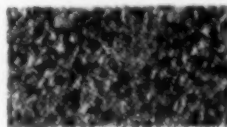
Asphalt roof: Pastel brown



Siding: Fawn



Asphalt roof: Pastel green



Siding: Willow green



Trim: Oyster white



Accent: Citron yellow



Trim: Seafoam green



Accent: Tangerine

## HOW COLOR STYLING SHINGLES & SIDING HELPS MODERNIZE HOMES

Roofing and siding materials manufacturers have invested a great deal of money in recent years to develop realistic looking colors and pastel shades of roofing and siding which will color-harmonize with the entire house. They have also spent considerable sums on advertising to make the public conscious of the value of harmonizing roofing and siding coloring on their homes. To the contractor this campaign has a special value; he can SELL COLOR, and selling color, he need not wait until a roof is highly deteriorated before approaching the homeowner. He can do it now, in most neighborhoods, with the color argument.

The article which follows, especially prepared for American Roofer & Siding Contractor by the Asphalt Roofing Indus-

try Bureau, with the cooperation of color stylist Beatrice West, tells some of the color story which the contractor or his salesman can use in showing the homeowner how to style his house. It is accompanied by a number of before-and-after pictures showing how an old home can be completely remodelled and color styled.

The modernization and repair ideas go beyond the scope of most roofing and siding contractors' interests. Nevertheless each of these picture series contains valuable suggestions for every contractor. (Readers may remember our first COLOR SELLS article in July, 1953. The present article, with its emphasis on modernization, is a natural follow-up to the first one.)

is as much a requirement of the new homeowner as laundry rooms and built-ins. In older houses, color is a prime factor in selling a wide variety of building materials, but particularly in selling roofing and siding.

There's no doubt about it . . . your customers like color in building materi-

als, but what they want and need when you sell a re-roofing and re-siding job, is help in "color-planning" their homes. "Color-planning" simply means selecting color with a purpose. Knowing the specific things color can do to make a house more attractive gives color a dimension far beyond mere eye-appeal.

### Color Is Functional

Beatrice West, widely-known color consultant, says that color is functional and purposeful, as well as decorative. Its primary function, she says, is "To sell merchandise . . . dresses, cars, kitchen cabinets or homes, and this applies to selling re-roofing and re-siding jobs with as much force as it does to any other commodity."

Miss West speaks from a wealth of personal experience. In the past five years, she has color-styled more than 100,000 houses for 728 builders located in almost every state. She feels that economical and imaginative planning is important in selling a re-roofing job, but that good color-styling is the "sizzle

**T**HERE'S a fresh new concept in home planning today. Our old familiar landscape is acquiring a bright new face. Color is the catalyst, the active ingredient in building that is bringing about the change.

Experts agree that color and architecture go hand-in-hand. Today, color

on the steak" or the "frosting on the cake" that whets the urge to buy.

"Color appetites are far from being satisfied and are constantly being stimulated. More and more movies are in color. And there is no doubt about the impact of color TV, or its entertainment value or its power to sell."

### Keeps Cost Down

"One of the wonderful things about color," Miss West continues, "is the fact that homeowners can be as colorful as they wish without running up costs. A white asphalt roof costs about the same as a black roof . . . icy green about the same as mist blue or smoke grey. This is equally true of the various siding materials. Some of the deeper tones in paint are more expensive than white, but the difference isn't prohibitive. Color costs little more, so why not sell people what they want? After all, the purpose of re-roofing and re-siding is

to make an old house new. It is taken for granted that a good new house must be tastefully color-styled . . . and an old house can't be new if it doesn't show good color too."

### Refer to Persons

Women know a great deal more about color-styling a house than they think they do, according to Beatrice West. She suggests that it will help sell a roofing and siding job if the salesman reminds his prospects that color works miracles in the appearance of houses just as it does in personal appearance. "Stout women rarely wear light colors. They know that light colors make them appear larger, but that dark colors have the opposite effect. They know about pattern, too. They realize that bold florals will increase their apparent size, and subdued patterns will not. They know that vertical stripes will make them look taller, but

that horizontal bands will make them seem wider."

As it is with women's clothes, so it is with the colors of a house. For example: a light, bright house will appear larger than the same house with dark colors. If accent is placed upon the vertical lines of a house exterior, a house will seem taller.

### Stressing Features

A low, ground-hugging effect is gained if the horizontal features of a house are stressed. The principle behind this is that light and bright colors attract the eye. Because a white asphalt roof attracts the eye, an illusion of height is created. Because a black asphalt roof does not pull the eye upward, height is minimized. The same principle can be applied to the selection of siding colors. Light houses appear larger and dark houses appear smaller.

Roofing and siding salesmen can take



Remodeling of this typical T-shape farmhouse (left) brought about a more modern and cozier appearance (right). The roof color was darkened to give the optical illusion of shorter and better-proportioned height. The



house looks neater and cleaner now. The rakes and eaves were cut back and the gingerbread cut off. Colors of new sash and frame units and accent color on exterior panel doors were keyed to roof color pattern.

Asphalt roof: Blue-green blend



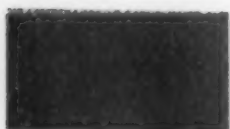
Siding: Spruce blue



Trim-Plant Box: Light spruce



Accent (doors, shutters): Gold



Asphalt room: Slate gray



Siding: Silver gray



Trim-Plant Box: Oyster white



Accent (doors, shutters): Jade green



The beautifully color-styled home above illustrates the advantages to be obtained from using color correctly with such varying materials as asphalt roofing, asbestos siding and stone siding.

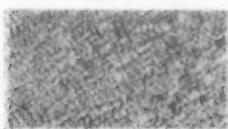


This somber-looking cabin-like home (left) can be changed into a pretty and cheerful home (right) with either white



asphalt or pastel blue gray roof. Light colors added height to roof and bigness to sidewalls.

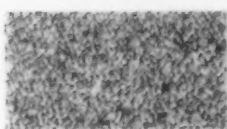
Asphalt roof: Pastel blue-gray



Siding: Mist blue



Asphalt roof: White



Siding: Citron



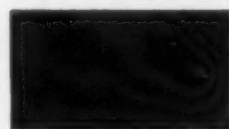
Trim-Trellis: Blue white



Accent (doors): Midnight blue



Trim-Trellis: Off white



Accent (doors): Charcoal

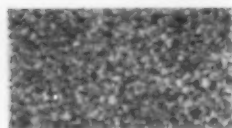


These photos prove that a small house can always be made to look larger through the use of lighter colors. The white asphalt roof and the clover pink siding can be used, or a



combination of light gray roof and celadon green siding. After expansion of house (right), it looks much more spacious than if a dark color scheme were retained.

**Color Plan No. 1**



Asphalt Roof: White



Siding: Clover pink

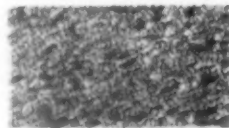


Trim-trellis: White



Accent (doors): Smoke gray

**Color Plan No. 2**



Asphalt Roof: Light gray



Siding: Celadon green



Trim-Trellis: White



Accent (doors): Brick

a long step forward in their knowledge of fundamental color-planning by carefully studying Miss West's "rules" on how to color-plan a house, and on selection of roofing, siding, trim and accent colors. To reduce the "rules" listed in this article to practice, six "Before and after" photographs are shown with twelve color schemes suggested by Miss West for these houses.

These houses can be found anywhere and everywhere . . . in any community and in every state. They are completely typical, and the colors suggested for roofing, siding, trim and accent are available to every roofing and siding salesman. You can put these color ideas and color schemes to work for you today to help you sell more remodeling jobs more profitably.

## HOW TO COLOR-PLAN A HOUSE

Don't choose a color only because you like it or only for its decorative value. Select colors for functional as well as for decorative purposes.

Use color to attract. Red is exciting . . . blue is cooling . . . green is restful . . . yellow is stimulating.

Gay, bright colors are informal and inviting. Rich, dark colors suggest dignity.

Bright and warm colors advance and add to size. Dark and cool colors recede and minimize size.

### Balance Colors

Use light, gay colors on small houses to make them look bigger. Use dark colors on big, ungainly houses to make them look smaller.

Keep light and dark colors, and warm and cool colors in balance. Confine strongly contrasting colors to small areas.

### For Emphasis Or . . .

Use color to emphasize attractive features or to subdue the less attractive. Contrasting colors bring out good features—soft blending colors conceal bad features.

Disguise bad features by making

them the same color as the surrounding area—for example, gray house and gray trim.

### For Background —

If a house is reserved and formal, keep color areas largely unbroken. Don't use colors that accent or contrast.

Use bright colors to give focal interest when there are few trees and little natural landscaping. Use medium tones in wooded areas and rolling country. Don't use light colors in dirty industrial areas.

## SELECTING ROOFING COLORS

First step is selection of the roof color, as the roof generally is the largest single area visible to the eye; consequently, the color of the asphalt roof is the key to the selection of colors used elsewhere on the house.

Be sure your liking for the roof color will last as long as the roof itself. Repairs may be necessary in less time, but

the color of a roof lasts 15, 20 years or longer, as long as the roof.

### Taller Vs. Shorter

A light bright roof makes a house appear taller than it is. A dark roof makes the house seem shorter. Use light-colored roofs on one-story houses, dark roofs on two or three story houses.

### Selecting Siding Colors

If the roof is light in color, keep side walls light. If the roof is medium to dark in color, keep walls medium to dark. In general, there should be no sharp contrasts between the roof and the siding.

Choose siding with horizontal lines to make a house look longer. Choose siding with a vertical pattern to make a house look taller.

### Larger Vs. Smaller

To give a house bigness, choose a light, bright asphalt roof and light,

pastel siding. To make a big house appear smaller, use subdued colors.

Paint gable ends on small houses to match the sidewall color.

Don't use many different siding materials on one house. Different colors, patterns and textures are unpleasant.

Don't attempt glamour with both



Here again, a correctly and tastefully color-styled home shows the advantages of modern scientific knowledge about color. White walls, green asphalt shingles, rose window trim all add up to positive good taste and a desirable dwelling place for a family of today.



House at left couldn't be worse. With decrepit roof and siding, it looks ready to fall down. But the building is basically sound and well worth the remodeling dollars. Transformation into neat and better-proportioned structure (right) proves it. Beatrice West suggests "a white



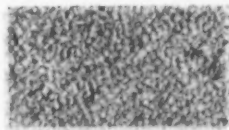
asphalt roof which violates general practice; however, the dark tone, the many shuttered windows and the low roof area over the entrance stress horizontal lines and permits an up-to-date white roof."



Roof: Gray green



Siding: Sage



Asphalt roof: White



Siding: Smoke Gray



Trim-Shutters: White



Accent (doors, window): Geranium

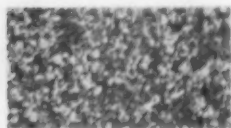


Trim-Shutters: White



Accent (doors, window): Lime

Asphalt roof: Pastel red



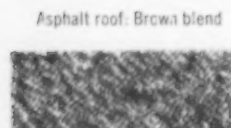
Siding: Rose



Trim-Plant Box: Warm gray



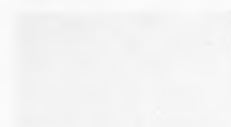
Accent (doors, trellis): Spruce blue



Asphalt roof: Brown blend



Siding: Wheat



Trim-Plant Box: White



Accent (doors, trellis): Redwood

Still not pretty, but much better — No one can "make a silk purse out of a sow's ear," but good planning and good color can do a great deal to make thousands of houses like this look happier with life.



Stately at one time in the past, this house (above) needed the "oomph" to stay in the parade of progress.



brick and stones. Use one or the other.

## SELECTING TRIM AND ACCENT COLORS

Paint trim the color of the siding or in a tone of the siding color. Paint in trim or siding color, not in accent color.

Windows are "eyes" to homes. Keep them warm and inviting with paint. Paint sash and frames in trim color. Exception: picture window frequently

is painted in the accent color.

Front and back doors are focal points of interest. Make them colorful. Don't use colors which show soil easily.

### Accent Here, Trim There

Watch out for garage doors. Paint in trim color, not in accent color. Exception: When a house is long and rambling, an accent color may be used on garage door, but only in cool colors, such as blue and green.

To carry the eye outward, giving the house a wider appearance, use accent colors on trellis, lally column, plant box.

A shutter is a good place to use an accent color. On a tall, boxy house, in order to bring the eye down and outward, paint the shutters on the first floor a bright color to match the door. Paint the shutters on the second floor the same color as the sidewall or as the trim.

## Asbestos Siding Shingles In New Colors And Styles Approved by Top Architects

The introduction of asbestos-cement siding shingles in beautiful new colors and improved styling has given home builders a new medium for achieving distinctive exterior appearance, a study of design trends indicates.

Emphatic architectural approval for this modern type of covering for outside walls is seen in its utilization by eminent American architects. The ma-

terial's unique characteristics, they report, are particularly well suited to houses of progressive contemporary design.

Because asbestos siding is an individual material, different in looks and performance from other products used on homes, it has become a basic element in house design. Kept in mind from the very inception of the plan

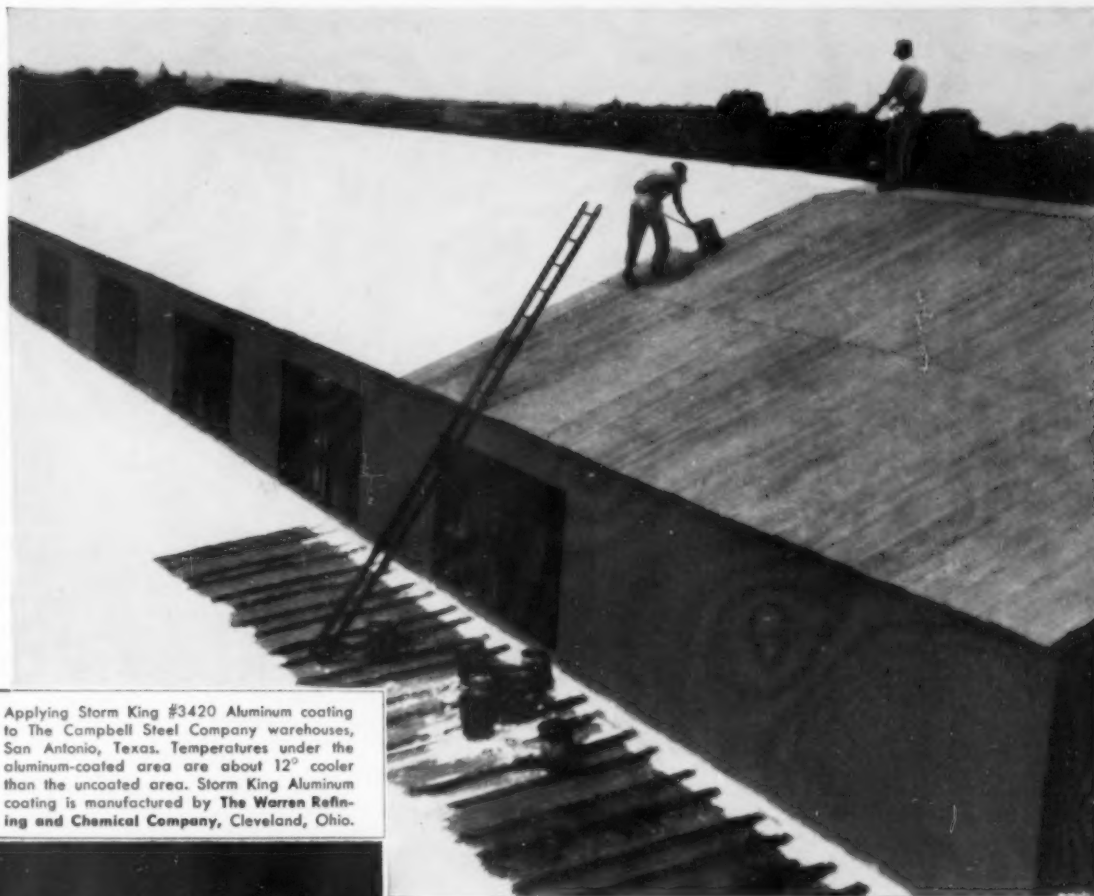
idea, the siding plays a definite role in the design.

### Unlimited Field for Design

"The size, texture and versatility of asbestos siding," one architect stated recently, "offer the designer an unlimited field of selection to obtain a well-balanced aesthetic result, as well as substantial, desirable and economical construction."

Asbestos siding shingles, made by

(Continued on Page 31)



Applying Storm King #3420 Aluminum coating to The Campbell Steel Company warehouses, San Antonio, Texas. Temperatures under the aluminum-coated area are about 12° cooler than the uncoated area. Storm King Aluminum coating is manufactured by The Warren Refining and Chemical Company, Cleveland, Ohio.

**Storm King  
Aluminum Coating**  
keeps Campbell  
Steel warehouses  
up to 12° cooler...

one coat waterproofs,  
rustproofs, insulates

Corrugated metal warehouses of The Campbell Steel Company were in poor condition—pinholed and leaking—when one coat of aluminum asphalt coating was applied in April, 1953. Now, more than two years later, they are in good condition. The pinholes are sealed, the metal is rustproofed, and the buildings are up to 12° cooler. In an area where intense sun, prolonged dry spells and dust storms take heavy toll of protective coatings, this is an outstanding example of the life-giving qualities of good aluminum coatings.

Aluminum roof coatings like this contain asbestos fiber in an asphalt base, and brightly polished ALCOA Aluminum flakes. Once applied, it remains firm on top, but soft and pliable beneath its protective, reflective shield of aluminum. It will not sag or run under tropic sun, or crack under frigid cold.

**ALCOA does not make roof coatings.** But we will gladly refer you to reputable manufacturers who do. Write today. Use the coupon.



Paint Service Bureau, Aluminum Company of America  
1794-H Alcoa Building, Pittsburgh 19, Pennsylvania

Please send me your FREE booklet, *Aluminum Asphalt Roof Coatings Make Time Stand Still*.

I am interested in protecting

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

talk about

COLOR\*



\* Scheme for easier selling with Carey Fire-Chex Shingles and Ceramo Siding in striking combinations!



New shadow-blend colors in the Fire-Chex line—Silver Rain (illustrated), Garland Green, Wineberry Red, Moonmist Buff. Other colors include: Tropic Green, Venetian Red, Dusk Gray, Delta Brwn, Charcoal Black, Walnut Brown and Crystal White.



New Ceramo Colonial Yellow illustrated. Other Ceramo colors include: Sage Green, Granite Gray, Salem Red, Congo Brown and brilliant Ceramo White.

## FIRE-CHEX SHINGLES

**In beautiful new shadow-blends!**

Color is the key to roofing and siding sales today. And Carey has it! Here are shingles created for gorgeous shadow-blend roof designs. And they blend so harmoniously, too, with the new siding colors! But that isn't all! Fire-Chex are so hefty and rugged that even

hurricanes won't budge them, a fact "Carol" and "Edna" discovered! Tests by a *foremost authority* prove Fire-Chex outlast conventional shingles several times over. Put sales-building Fire-Chex to work for you.

## CERAMO SIDING

**In dramatic new colors!**

Colonial Yellow is a striking new "cheer up" color that chases gloom, looks smart with any style home. And it's especially handsome in combination with a Fire-Chex *Silver Rain* shadow-blend roof (as shown). All Ceramo colors are an integral part of Ceramo's glazed ceramic sur-

face. Won't fade, resists stains, are 100% washable with detergent and water! Made of asbestos and cement, two virtually indestructible materials, Ceramo is truly ageless, won't burn, crack, warp or curl. Recommend it for really praise winning re-siding jobs!

### Free FOLDER!

See your Carey representative today about the big profit opportunities with Fire-Chex Shingles and Ceramo Siding! Mail coupon for catalog picturing these and other fine Carey products.

THE PHILIP CAREY MFG. COMPANY Dept. AR 5-B  
Lockland, Cincinnati 15, Ohio

- ☐ Please send our free copy of catalog and complete information on FIRE-CHEX SHINGLES and CERAMO SIDING.  
☐ Please ask your representative to call.

NAME .....

FIRM .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

# Carey

THE PHILIP CAREY MFG. COMPANY  
Lockland, Cincinnati 15, Ohio

In Canada, The Philip Carey Co., Ltd., Montreal 3, P. Q.

Bathroom Cabinets and Accessories • Access Doors • Ventilating Fans  
Ceramo Asbestos Siding • Shado-Crest Shingles • Reflective Fire-Guard  
Blanket Insulation • Fire-Chex Asbestos-Plastic Shingles • Other  
quality products for home farm and industry since 1873.



## Billboards and snappy showroom increase walk-in business 80%

**M**ODA CONSTRUCTION CO., INC., of Nashua, New Hampshire has found that billboards featuring insulating siding, aluminum clapboard siding, insulating siding products and other of its home improvement products, coupled with showroom interior installations pays off beautifully in customer traffic, interest and sales.

Moda was organized by Jack Fini, Robert Lufkin, Jr., Wallace Fini and Lloyd Brooks three years ago, to handle all types of home improvement

products, including combination windows, combination doors, awnings, roofing and siding. A new office and showroom was officially opened to the public on February 1st of this year.

Business was satisfactory from the start. But two months ago, a series of billboards adjacent to the showroom were painted, and designed to show publicly actual samples of the products Moda sells. After these billboards were acquired, walk-in trade for the com-

pany increased 80%, so that, they now have a full-time salesman working in the showroom. This walk-in trade more than pays for the company's entire overhead, according to Mr. Lufkin, Jr.

When the prospect enters the showroom itself, he sees the various products actually installed on the four walls. These product displays have stepped up sales tremendously.

Moda rotates the siding products on the outdoor billboards to display the different colors of shake, insulating siding, aluminum clapboard siding, combination windows and combination doors. The billboards are electrically lighted at night, and have proved to be excellent eye-stoppers and goodwill builders. This summer Moda plans to install Scotch-Lite billboards featuring insulating siding on all the main highways leading into the state.

In addition to the billboards and showroom displays, Moda has found TV advertising very profitable. Five days a week, prospects are educated

*(Continued on Page 40)*



The colorful billboards next to Moda Construction's showroom, framed against the large house on the hill behind the headquarters, the interior partly shown at left, all have played a role in bringing up walk-in trade to the point where it almost pays the company's rent.

*Photos and Data Courtesy Jones & Brown, Inc.*



### Bird & Son Appoints Kemmler Chief Chemist

James W. Kemmler has joined Bird & Son, Inc. as chief chemist of the Research Division with headquarters at East Walpole, Mass. He replaces Dr. Daniel O. Adams, who resigned to accept a position with the West Virginia Pulp & Paper Company.

As Chief Chemist under Director of Research Frank P. Reynolds, Mr. Kemmler will direct the company's research in the fields of floor covering, building materials and paper products.

### Protective Coatings Corp. Acquired by Gibson-Homans

Norman M. Cornell, president, announces that Gibson-Homans has purchased Protective Coating Corp., with plants in Richmond, Cal. and Portland, Ore.

There will be no change in the Protective Coatings personnel, products or policies. It is like a homecoming for Paul Battenfeld, president, who was manager of Gibson-Homans Western in Kansas City, Mo., from 1919 to 1932. He will continue to manage the Gibson-Homans West Coast Division from his headquarters in Richmond, assisted by Donald L. McKelvey at Portland and James E. Covert at Richmond.

### FHA Names Evans to Direct Southwestern Operations

FHA Commissioner Norman P. Mason has announced the appointment of Lanham Evans, former director of the FHA insuring office for west Texas, to be zone operations commissioner in Washington headquarters for eight southwestern states, including Texas.

Commissioner Mason said Evans succeeds James F. Neville who resigned to enter private business.

In addition to Texas, other states included in Zone V are Kansas, Missouri, Arkansas, Louisiana, Oklahoma, Colorado and New Mexico. Evans will be the zone operations commissioner for one of six zones into which the nation has been divided for operational purposes by the FHA. Under Henry M. Day, FHA assistant commissioner for operations, Evans will be the liaison from Washington headquarters to the FHA field offices in the states under his jurisdiction.

### New Chicago Warehouse of Alumatic Now in Operation

The Alumatic Corporation of America has just announced that its recently opened Chicago warehouse and showroom is now in full operation. The Chicago headquarters location, at 2001 South Michigan Boulevard,

is under the direction of Frank Fields.

Over 10,000 square feet of floor space is being used by Alumatic to store and exhibit its complete line. Every Alumatic unit is available for inspection. Immediate delivery on fully assembled products is pledged by the manufacturer.

### Asbestos-Cement Ass'n Elects E. J. O'Leary, Ruberoid, 1955 President

E. J. O'Leary, vice-president and general sales manager of the Ruberoid Co., New York, was elected president of the Asbestos-Cement Products Association at its 18th annual meeting held June 21 in Absecon, N. J.

John W. Brown, vice-president of the National Gypsum Company, Buffalo, N. Y., was chosen vice-president of the trade group, comprised of building materials manufacturers. Re-elected were Treasurer R. J. Tobin of the Tilo Roofing Company, Inc., Stratford, Conn., and Secretary Chester C. Kelsey, New Canaan, Conn., who is also association manager.



MR. O'LEARY



MR. BROWN

O'Leary, who advanced from the post of vice-president, also was named a director and member of the executive committee. He succeeds Ernest Muehleck, president of Keasbey & Mattison Company, Ambler, Pa.

Others re-elected to the committee were: W. R. Wilkinson of Johns-Manville Sales Corp., New York, and Stuart H. Ralph, The Flintkote Company, New York.

Wilkinson and Ralph were also re-elected as directors. Others selected to serve another term on the board were: Past President Muehleck; L. W. Clarke, Philip Carey Mfg. Co., Cincinnati, O.; Stanley Woodward, Ruberoid Co., and John H. Steiner, Supradur Corporation of New York.

### Gerrard Snyman Named V-P, Celotex Corp.

Gerrard Snyman has been elected Vice President of The Celotex Corporation by the Board of Directors.

Since 1951, Snyman had been Managing Director of Celotex Limited, the English subsidiary of Celotex. He will have charge of foreign operations.

### Certain-teed Scores New Safety Record at Two Plants

Certain-teed Products Corp. announced that its plants at East St. Louis, Ill. and Savannah, Ga., have completed another year without a lost-time accident. Until April 1, employees at East St. Louis worked 568 days for a total of 703,053 man-hours without losing work time as a result of a mishap at the plant.

In recognition of this safety record, every employee was presented by management with an inscribed leather wallet. Paul E. Meyer is plant manager and A. A. Zeiss is in charge of the safety program. It was also announced that four other Certain-teed roofing plants have made substantial improvements in their frequency ratings.

It was also disclosed that Certain-teed has been accepted for membership in the Building Research Institute. It will be represented at Institute activities by Chester E. Abbey, merchandise manager for gypsum products; Lyle C. Haack, chief chemist of the roofing division; G. A. Hoggatt, chief chemist of the gypsum division; J. C. Van Balen, architectural engineer; M. F. Brown, general merchandise manager; and C. K. Hobson, vice president.

The Institute is a technical society for research-minded men from the building industry. It correlates research information and acts as an information center for building research.

### Pecora Paint Co. Names Katz And McWhirter Sales Reps

Pecora Paint Company of Philadelphia has announced the appointment of two new sales representatives to direct sales of the firm's tile adhesives, calking compounds, roof coatings, putty and glazing materials.

Fred Katz was named sales representative for the Missouri and Nebraska area. David W. McWhirter was appointed to handle sales in Minnesota, North Dakota and South Dakota.

### Carl A. Saling, Philadelphia Roofing Contractor

Carl A. Saling, a roofing and sheet metal contractor of Philadelphia, passed away April 13 at the age of 47.

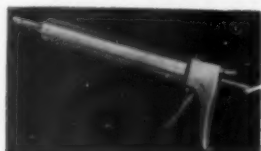
Mr. Saling was a member of the National Roofing Contractors' Association and a director of the Roofing and Sheet Metal Contractors' Association of Philadelphia and Vicinity.



## Equipment—Booklets—Practice—Materials

### Air Pressure Caulking Gun

The Calbar Paint & Varnish Company has announced the development of an air pressure caulking gun that applies caulking compound in half the time normally required.



The #55 Air Pressure Gun, as it is called, holds 45 cubic inches of caulk, thereby reducing the number of re-fillings. Barrel of the gun is 2 inches in diameter by 14 inches long.

The gun can be powered by either a gasoline or electric compressor, developing from 40 to 110 pounds of air pressure, depending on temperature. Pressure and caulk flow begins with the touch of the trigger, and stops instantly when the trigger is released. Constant squeezing of the trigger and wasteful spill-over are completely eliminated.

Another feature of the #55 Gun is that the loading rod retracts into the gun after loading is finished. This means that even in tight quarters, there is no rod protruding from the back of the caulking gun to interfere with the operation.

### Avoiding Pitch Burns

Protection from pitch burn is offered by Churchman Products in the form of Tarbask, a clear brown liquid. The manufacturer claims that its product can be effective by just applying one teaspoonful of it three times a day.

This odorless liquid contains no oils, greases or alcohol. It forms an invisible film on the skin which can be removed easily with ordinary soap and water. It not only protects sensitive skins but also aids in skin cleansing and makes abrasive soaps unnecessary in washing bitumen engrained hands. Tarbask was developed by A. E. Benton, president of the firm, and a consulting chemical engineer whose duties regularly take him to England, Australia, Canada and South Africa.

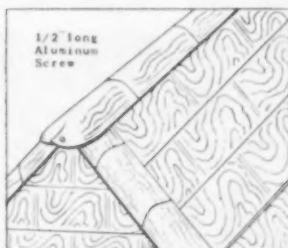
### Brochure on Roofing Board

A four-page brochure on its Fesco Board Roof Insulation has been issued by F. E. Schumler Co. The catalog in color details the composition of the board, its physical characteristics and performance data such as K factor, weight, moisture resistance and non-combustibility. It also outlines applica-

tion specifications. Included are photos of buildings on which the board has been used.

### Aluminum Roofing Shingles

An aluminum roofing shingle package called "The Blue Ribbon Map Aluminum Roof" is now being put out by Missouri Aluminum Products, Inc. The complete package includes aluminum strip shingles with attached pre-punched nailing tabs, aluminum hip and ridge caps with attached pre-punched nailing tabs, and aluminum nails, which are furnished by the company. Thus a contractor is already set up to apply the shingles.



Missouri Aluminum Products states that its aluminum roofing shingles are the lightest in weight, averaging 80 shingles per 100 square feet. There are no heavy loads. There is no sagging roof as a result of reroofing.

Size of the strip shingle is 36" x 5 1/2" with a uniform thickness approximating .020" and attached pre-punched nailing tab. Application is with 5" exposure, one nail per shingle, 80 shingles per square. 80 strip shingles come to the box. Each square of roofing weighs approximately 40 pounds. Freight cost, the company states, is negligible.

### Weight and Bend Data Chart

A new wall chart giving weight and bend data on aluminum sheet in standard alloys has been prepared by Kaiser Aluminum & Chemical Sales, Inc., and is now available.

The chart is divided into three tables which provide data on weight per square foot, weight per sheet in standard sizes and approximate radii for 90-degree cold bends of aluminum sheet in various gauges, alloys and tempers.

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

### New Ventilator Developed

The addition of a new 4-12 pitch Giant Triangle Ventilator to its line has just been announced by Leigh Building Products Division, Air Control Products, Inc.

The new ventilator, available in six, eight and ten foot widths, features wider louvers to blend with the broad siding so popular in modern homes. The front edges are rolled for massive appearance and, added to the width, give louvers more strength and rigidity. Tabs lock them to the side margins to prevent loosening or falling out. A special back edge on each louver keeps out driving rain.

Free areas on the units range from 114 square inches on the six foot model, and 247 square inches on the eight, to 417 square inches on the ten foot ventilators. The 4-12 is built of either aluminum or galvanized steel.

### Thimble-Sized Louver

The midget thimble louver has been introduced by Midget Louver Co. for use in conjunction with its regular line of circular, push-in type, chrome, anodized aluminum, and copper louvers.



Thimble Louvers solve the problem of ventilation for air space back of house siding, being simply pushed into a 3/8" hole drilled into butts of outside siding with an electric 1/4" drill. Drilling only as far as air space back of siding, insulation efficiency is not affected, yet trapped moisture and gasses are released.

### Preventing Rust

A new rust-preventative product for corrugated roofing, iron and steel surfaces has been developed by Constad Laboratories. The product, known as Zinktron, is claimed to offer all of the advantages of "hot dip" galvanizing with none of the expense or inconvenience. It is applied with a paint

(Continued on Page 34)



## Books

**Building Insulation**, by Paul D. Cloee, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

**Sheet Metal Shop Practice**, by Leroy Fowler Bruce, 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

**Asphalt and Allied Substances**, by Herbert Abraham, 1,515 Pages, 2 Vols., \$26.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing asphalt shingles, built-up roofing and water proofing.

**Skylight and Room Tables**, by H. Collier Smith, 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

**How to Estimate for the Building Trades**, by Townsend-Dalzell-McKinney, \$6.75, 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

### BOOK DEPARTMENT

## AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

## Ennis, NRCA Head, Tells Georgia Roofing Contractors to Modernize Methods

The adoption of modern methods of operation was urged upon delegates to the sixth annual convention in June of the Roofing and Sheet Metal Contractors Association of Georgia. John Ennis, president of the National Roofing Contractors Association, made this plea.

"Business, when it comes to roofing, is fast passing from the sloppy overalls and one bucket tar pot of the past," Ennis declared. "Today, roofing is a big business; it requires modern accounting methods, modern warehousing, specialized equipment and above all else, all these things intelligently applied to the specific operation."

Ennis urged contractors to take

stock of their portfolio, watch collections, supervise jobs more closely and expand in equipment when necessary. New equipment purchases should be aimed, he said, either to reduce costs of operations, or to enable the handling of additional work with a profit.

Outgoing president Leroy Still presided at all sessions of the convention. New officers elected for the 1955-56 term were: James H. Welch, president; Laney D. Herndon, vice president; W. M. Jones, Sr., treasurer; Charles A. Sapp, Wendell Townsend, J. L. Widener, J. D. Faulkner, Jr., Jack Davis, L. H. Bailey, Jr., J. R. Ledbetter, Jack West, James M. Brown, and Aaron Newman, directors.

## ARIB's Safety Award Goes To Philip Carey For 1,000,000 Accident-Free Man Hours

The Philip Carey Mfg. Company recently celebrated two important



J. W. Humphrey (left), president, The Philip Carey Mfg. Company, congratulates C. A. Tegtmeyer, local union president, on receiving ARIB Safety Award.

achievements on the safety front in its Lockland plant near Cincinnati.

The plant's labor force totalling 1450 workers reached the completion of a million man-hours of work without a single accident. Coupled with this record was the award received from the Asphalt Roofing Industry Bureau for reduction of accident frequency over the previous year. It was noted that this is a better average than compiled by other member companies.

At a special luncheon commemorating the two events, J. W. Humphrey, company president, reminded the guests of the remark often made by the late C. B. Pooler, Carey vice president, that a good place is a safe place to work. The Lockland plant is housed in 38 buildings on an 87-acre tract. Roofing, siding, insulation, paints, duct and road building materials are manufactured.

## Insulation Gets Sales Lift In Homes With Air Conditioners

In this day and age of air conditioning, there are a number of things which must be done in an older house or a brand new one to make the system as comfortable, economical and effective as possible throughout the home. These points should be stressed by roofing and siding contractors in order to win new business.

Insulation is the most important basis for effective air conditioning in the new or old home. Good insulation makes it possible to use smaller air conditioning units and to cut down operating expense by as much as 40

percent.

A combination of insulating siding and insulating sheathing in new homes provides the greatest amount of insulation. Both types of material come in big, easy-to-handle panels. Insulating siding comes with a factory finish which is good for the life of the material. Thus, the cost of painting is eliminated in the beginning and for maintenance purposes.

In middle-aged homes, insulating siding can be installed over existing walls, providing in most cases all of the additional insulation that is needed.

## Repair Rackets Operating In Pa., Local BBB Warns

A warning to be on the lookout for unethical roof repairmen was issued recently by Jerome K. Miller of the Scranton (Pa.) Better Business Bureau.

Mr. Miller said he has been receiving complaints from area householders about repairmen who give a low estimate on a roofing job but submit a bill for three or four times as much as the estimate.

The BBB manager said that one home owner reported that a \$25 estimate brought a bill for \$191 when the job was completed. Mr. Miller said that anyone in doubt over approaches made by such home repairmen should contact the BBB immediately.

## Siding Colors

(Continued from Page 24)

combining asbestos fibers with cement, came into the market less than 25 years ago in answer to the need for a side-wall covering that would last indefinitely with little maintenance expense, stand up under difficult weather conditions and provide fire protection. Their unusual combination of qualities was quickly recognized and today asbestos siding is used on houses of frame construction in greater volume than any other siding material except wood.

One of the distinguishing features of asbestos siding is the shingle size, usually 24 inches long and 12 inches deep. This size is convenient for easy handling and fast application.

### Many Colors Available

Another important factor is the wide range of colors now available. In addition to white, they include various shades, including pastels of green, brown and gray. Since the colors are a part of the shingle, they eliminate the need for painting or other decorative treatment after application.

Many of the new asbestos siding shingles are produced in two tones, with a vertical striated effect. When the siding is in place the striations seem to cause the vertical joint lines between siding units to drop out. A particularly pleasing appearance results from application methods which accent the horizontal shadow lines. There are several ways that can be done, the simplest of which is the use



Trowel  
or  
Spray



## MORE MONEY FOR ROOFERS—DOWNSTAIRS

Start at the cellar and work up. Add foundation waterproofing to your service. You've got the men, equipment and material to do it. You'll "get on the job" earlier, stay on it longer ...make more money out of every job. You can do it better with Karnak waterproofing...mastic, liquid or membrane fabric. Mastic is available in brush, spray or trowel consistency ...homogenized for easier application.

Mastic, especially designed for spray application, is cheaper and faster to apply. You get better penetration and adhesion and can build up a thicker, more uniform coating.

For foundation waterproofing be sure you use Karnak...backed by 30 years experience producing asphalt waterproofing products...**Lewis Asphalt Engineering Corp., Dept. 412, 30 Church St., N. Y. 7, N. Y.**

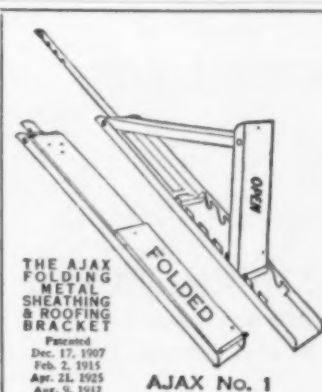
©L.A.E. Corp.



# Karnak



Membrane Waterproofing Fabric • Asphalt Roof Coatings and Cements • Calking Compounds • Asphalt Emulsions • Tile Cements • Asphalt Paint • Wood Block Mastic • Joint Filler • Aluminum Roof Coating



THE AJAX  
FOLDING  
METAL  
SHEATHING  
& ROOFING  
BRACKET

Patented  
Dec. 17, 1907  
Feb. 2, 1915  
Apr. 21, 1925  
Aug. 9, 1932

AJAX No. 1

### AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

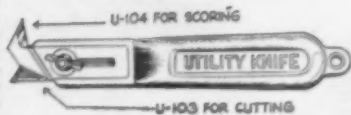
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### AJAX Building Bracket Co.

1551 Rydal Mount Rd.  
Cleveland Heights 8, Ohio

## A NEW COMBINATION

Matched for Perfection



For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

Score the mineral surface with "Fitrite" U-104 Carbide Tipped blade, turn the knife and U-103, a long blade, cuts right through the balance of the insulation.

For asbestos cement materials, just score-cut with the tough, durable U-104.

## "FITRITE" 3-WAY CLAMP

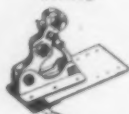
A NEW VISE-GRIP MADE EXCLUSIVELY FOR US



Throat 3 3/4" deep Jaws 3 1/2" x 1/4"  
A necessary tool for every sheet metal man.  
Use it for on-the-job bending, forming, straightening and seaming.  
Price \$3.55

## ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



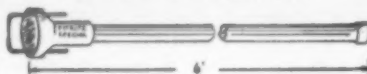
3 Pipes 3/4" I.P.S.  
Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

"Protector"



2 Pipes 1/2" I.P.S.  
Bronze and Galvanized, installed on old roofs without removing slate.

## ALUMINUM MOP HANDLES



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn!

Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

**DAVID LEVOW** 308 West 20th St  
NEW YORK  
TELEPHONE CHRYSLER 3-2400-2401

of thin wood strips under the base of the shingles.

Colors now being offered are by far the most attractive ever available. Combined with the "new look," industry leaders assert, are the qualities of durability and economy which have long been identified with asbestos siding shingles.

## NERSICA'S '56 Show

(Continued from Page 16)

Convention, held in Grand Central Palace, N. Y. will be the convention educational feature.



**JACK LACY**

The Shelburne has been chosen NERSICA Headquarters in Atlantic City. Two thousand rooms will be provided at the Shelburne and such cooperating hotels as the Ambassador, Claridge, Dennis, Haddon Hall, Madison, Marlborough-Blenheim, Ritz Carlton and Traymore.

Lighter events for the three-day Exposition will include a Monte Carlo night and an entertainment program for the ladies.

## Vincent L. Crudele, Past Pres. NERSICA, Passes Away

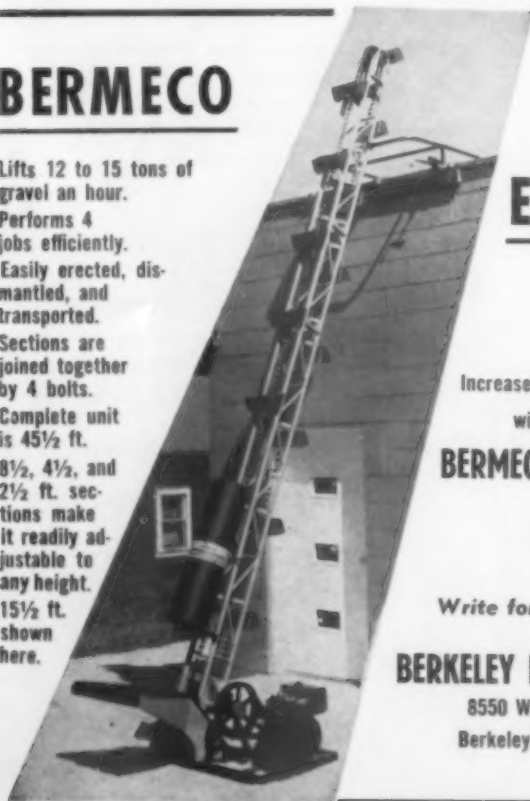
Vincent L. Crudele, president and owner of the Advanced Roofing Company, Newark, N. J., and a past president of NERSICA, Inc., (1951 and 1952), died on July 15, 1955, after a short illness.

Widely known in the roofing and siding industry, Mr. Crudele had long been active in promoting ethical association activities. Besides his work in the national organization he was extremely prominent in New Jersey roofing circles, a past president and frequent office holder in the Roofing, Siding and Insulation Guild of New Jersey.

Surviving are Mr. Crudele's wife Marian, and a son, Vincent, Jr.

## BERMECO

Lifts 12 to 15 tons of gravel an hour.  
Performs 4 jobs efficiently.  
Easily erected, dismantled, and transported.  
Sections are joined together by 4 bolts.  
Complete unit is 45 1/2 ft.  
8 1/2, 4 1/2, and 2 1/2 ft. sections make it readily adjustable to any height.  
15 1/2 ft. shown here.



## ELEVATOR

Increase your profits  
with a  
**BERMECO ELEVATOR.**

Write for Illustrated Folder

## BERKELEY METAL PRODUCTS

8550 Wabash Avenue  
Berkeley 21, Missouri

## Telephone Canvassers

(Continued from Page 13)

a party says something about roofing, I'm just as apt to mention the firm casually, and the man's name. And, word of mouth can be pretty good advertising in any man's language.

A successful owner of a large roofing firm told me that they usually get one real sale out of every twelve leads. The canvassers telephone about 360 home-owners each week, and the average sales run about 18 or 20 a week. Naturally, the more homes that the outside salesman can enter, the more sales he can make. From all reports, the phone approach is definitely here to stay.

Careful selection of canvassers is necessary because they are the contact men. He is the first one to approach the customer, and his line of sales patter must be good. Most firms select canvassers for their pleasing telephone voices coupled with a personal interest in the selling end of the business. The canvasser has to believe in the firm or he cannot get a lead. Insincerity is easily detected over a phone. He has to be vigorous and fresh in his approach.

### Good Public Response

However, phone canvassers often have day-time jobs, and if they are too tired, their leads for the evening are few. This phase of the business has to be watched carefully. One firm has arranged for a fill-in man, who gets a full week by substituting for the regulars. A designated "night-off" is arranged for each regular canvasser. This cuts his hourly pay, but in the long run pays off in commission from the selling leads. It keeps the regular on his toes, and when he's had a night off, he comes back to the phone with renewed vigor and more sale in his voice!

Surprisingly enough the response of the public is good on the whole. Whether or not, it's an old Southern custom to be polite on the phone the people on the receiving end of the line are amazingly polite, and the average hang-up or rude remark is noticeably lacking.

Many people are not interested at the moment and are listed on call-back cards. It helps the sales later, and it is usual for the canvasser to come in a few minutes early and call these call-

THE *Individual* **PERMANENT**

# COLORTONE

## CORNERS



- ✓ Any Color . . . Any Size
- ✓ MADE FROM LIFE-TIME ALUMINUM
- ✓ Colored on BOTH Sides—Prevents Corrosion
- ✓ MORE resistant to Light & High Humidity
- ✓ Won't crack . . . burn . . . chip or peel
- ✓ Specially Formed Edge Prevents Wind "Clatter"

### JOLIET ALUMINUM SPECIALTIES CORP.

*Suppliers to Manufacturers and Jobbers • 20 Years Experience*

P. O. BOX 1152      INDUSTRY AVENUE, JOLIET, ILLINOIS



Write for Complete Information

NEW Heavy Duty  
Addex Roof Shield

**NOW...**

**and for the years ahead**

**Specify ADDEX Roof Shield**

Field-tested — Time-proven

Developed exclusively as a  
roof maintenance product

**LABCO**

INCORPORATED

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CLEVELAND 6, OHIO

PAT. NO. 2,595,400


**TARZAN**

## ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

**AMERICAN ASSOCIATED COs.**  
ATLANTA P. O. BOX 4056 GEORGIA

## The Handy Hoist



**turns your  
LADDERS  
into  
HOISTS  
easily,  
safely,  
efficiently.**

**Designed  
for  
ONE-MAN  
operation**

**Designed  
for easy  
storage  
in truck  
or car.**

For Details Write:

**Frank P. Frey & Co.**

2634 W. Madison Street  
Chicago 12, Illinois

backs on the dates listed.

Most firms have little three by five cards with the name of the person called, time for appointment, place to insert the name of the canvasser, and then under "remarks," pertinent information is listed. They are such questions as: How long have you lived in your present home? How much are your monthly notes? Where do you work, etc.?

Then before the salesman goes out on a call he can make a necessary credit check, and know beforehand whether or not the lead is a good one. A few minutes before the appointed time, the salesman calls his leads and tells the prospective customer he is on the way out. This double-checks the appointment, and if the prospective buyer has changed his mind, he can say so and save unlimited travel and selling time.

If sales are not made from the leads, they are coded. "NG" means No Good from standpoint of credit or people not interested in the price. If they show a glimmer of interest, "CB," is used. A salesman finding a little slack time on his hands calls back on the prospect several months later. Sales do result!

## What's New

(Continued from Page 29)

brush or spray gun. A gallon covers 450 square feet and takes only one hour to dry.

Zinktron can be used on new, old and deteriorated surfaces or as a touchup on previously galvanized surfaces. If the coating is scratched, rust cannot travel underneath. Recent tests indicated that objects protected with this coating withstood 1,000 hours of salt spray, a total equal to about five years of normal exposure.

## Wallboard Catalog

All its Bestwall gypsum wallboard products are presented in a new 16 page catalog issued by Certain-teed Products Corporation.

The products covered include: plain, wood-grain and insulating gypsum wallboard; one-hour fire-rated gypsum wallboard; gypsum sheathing; wallboard joint treatment and wallboard accessories. Illustrated application instructions for gypsum wallboard are included.

A description of the patented Certain-teed Hummer Systems of multiple layer application will be of interest to builders and applicators. A separate catalog on these systems presents more detailed information and drawings.

## Tar Kettle Burner

Weldit, Inc. announces the new T-3 "Melterama" Tar Kettle Burner, which features both high and low heat control, air shutter flame control and a replaceable Burner Ori-

Many firms have typed out the lists for each evening and then the canvasser answers certain types of questions he has asked the prospect. This, however, certainly entails a great deal more work, but over a long period of time, it pays off in the amount of important information gleaned. It helps the salesman and canvasser when he calls again.

Thus, live lists are compiled each day. Homes which are rented or are not interested at all, are crossed off. Those who have something in mind at a later date are contacted every three months.

The vast number of sales that result from this question method is surprising. People like surveys, answer questions readily, and often are customers on the third or fourth call. The special type payment plans are more readily discussed by the salesmen rather than over the phone as each individual case is different.

So, the next time you threaten to haul that thing off the wall and toss it in your wastebasket, think twice! Dial a number, and if handled properly, your telephone can earn you plenty of extra dollars.

fice, a radical improvement in design, assuring added efficiency and longer life.



Used with the same company's 4826-1D Safety Check or High Pressure Regulator, the Weldit Melterama gives instant, clean, controlled heat for all melting jobs, the manufacturer claims. Ruggedly built, the cast iron base and steel and brass burner are incorporated into one unit for stability and convenience.

## Bulletin on Steel Scaffolding

A 12-page bulletin describing and illustrating the many uses of sectional steel scaffolding by general contractors and subcontractors as well as in industry is now available from The Patent Scaffolding Co., Inc.

On-the-job photos show how "Trouble Saver" Sectional Steel Scaffolding is used for roofing, masonry construction, concrete shoring, plastering, painting, stone-setting, building renovation and repairs, industrial maintenance and repairs and many other applications. The new bulletin also gives rules and regulations for the safe and proper use of sectional steel scaffolding and contains a complete descriptive parts list.

### Ferrule Former

The new ferrule former, now being manufactured by Pexto, is fast and accurate in operation, portable, and can be mounted on a bench or tailgate of a truck for forming ferrules on the job.



The manufacturer, Peck, Stow & Wilcox Company claims it is the only one of its type on the market. Weight with standard is approximately 20 pounds; weight without standard, 15 pounds. Ferrules up to 7 inches can be formed from copper, aluminum, or galvanized steel sheet. A catalog is available.

### Retraining Salesmen

(Continued from Page 16)

What do you think is best? Then, after getting their opinions, you cover the material they suggest and if necessary work in the other material in a subtle manner.

### 3. Make Them Part of the Act

Another way to make your salesmen feel important is to give them some responsibility. Salesmen, who have been selling roofing and siding for a number of years, will know a lot about selling. Thus, they can provide helpful on-the-job training for the new salesmen you hire.

If asked to help train the new salesmen, they take this as personal recognition. They want to make a good impression on the new salesmen . . . they want to feel that they know what they are talking about. As a result, they will develop a training program that covers all the areas of sales training for your roofing and siding business.

Then, too, since they are the trainers, they will follow good practices in their selling. They know that the new salesmen will be watching them to see how they apply certain selling techniques. They will make an extra effort to give the new salesmen a good example.

To make this system most effective, many roofing and siding contractors

## VENTILATION...



### EVERY HOME NEEDS MORE



Roofers . . . specify MIDGET LOUVERS in your roofing, siding, insulation and painting estimates . . . we know you will increase your sales!

Sold through leading jobbers . . . send for MIDGET LOUVER circular #10.

### MIDGET LOUVER COMPANY

6 WALL STREET • NORWALK, CONNECTICUT

## ALUMINUM ROOFING SHINGLES THE WORLD'S FINEST ROOF THAT LASTS A LIFETIME

Manufactured  
By



For  
RE-ROOFING  
NEW CONSTRUCTION

- Fire Proof
- Termite Proof
- Lightest Weight
- Easily Applied
- Split Proof

- Wind Proof
- Rot Proof
- Insulates
- Low Cost
- Guaranteed

- Rust Proof
- No Decay
- Lasts a Lifetime
- Moss Proof
- Weather Proof

### DISTRIBUTORS and DEALERS WANTED NOW

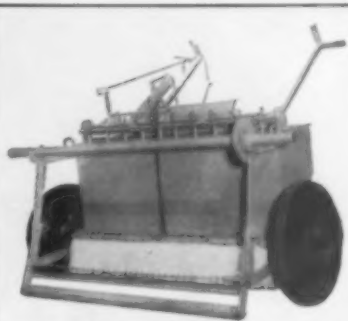
Factory Proven Sales and Training Program

Write or Wire for Free Information, No Obligation

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Products, Inc.**

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St. Louis 19, Missouri

Missouri Aluminum Products, Inc.  
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Gentlemen: Please send me FREE Folder on MAP  
Aluminum Roofing Shingles.  
Interested in  
☐ Distributorship ☐ Dealership  
Name .....  
Address .....  
City ..... Zone ..... State .....



## NEW IMPROVED FELTMASTER FELTLAYER

No back-breaking positions to work in. Lower felt roller ball-bearing equipped. Lays  $1\frac{1}{4}$ " from roof level but is hinged for loading felt to give operator 16" clearance from roof when threading felt. Locks in operating position when dropped. Easy loading of felt roll on felt holder bar makes it unnecessary to remove felt holder bar.

Asphalt turn-on by foot lever. Turned off by pulling sash cord. Instant turn off with no excess asphalt at end of roll, keeping tires clean. Asphalt flow arranged for felt laying or flood coating.

WRITE, WIRE OR TELEPHONE  
FOR INFORMATION

**ROOFMASTER PRODUCTS CO.**  
3538 FOWLER ST., LOS ANGELES, CALIF.  
Phone: Angelus 15325

## CUT ASPHALT — PITCH

Easier, Faster, Cheaper



Here is a cutter that makes your worst hot weather job one of your easiest. It eliminates the man-killing job of the kettle man.

It saves material . . . makes money for you because you'll always have hot stuff when you need it . . . makes cutting asphalt and pitch an easy job, even in the hottest weather.

Low in Cost . . . Write for Folder  
Distributors Wanted

**V & W Manufacturing Co.**  
235 Grand View Parkway  
P. O. Box 25 Phone 1392  
Traverse City, Mich.

have found it a good idea to review the material with the "old timers" before they present it to the new salespeople. This provides an opportunity to review tested selling techniques and to insure complete coverage of your selling system.

### 4. Integrate with Reports

This sales training system can work with large roofing sales staffs or with a smaller firm with only one or two salesmen. In a large organization, the contractor works in sales training material in regular meetings with the employees. For instance, in presenting a new system or a new line, a few ideas on how to sell can be included. Or, when there have been some troubles in getting complete credit information, this point can be stressed in the meeting.

With a smaller organization, the same ideas can be used with certain modifications. Formal meetings will be rare, but when a contractor is going over a credit application, he can discuss it with the salesmen. This system combines the idea of making them part of the act and asking their opinion. But, it is done in an informal way which integrates it with other activities.

### 5. Collect Case Histories

Cases of successful selling applications give a roofing and siding contractor extra ammunition for sales training for his salesmen. These are examples of how someone did something (applied the selling technique) and got something (made the sale).

One way is for the contractor to cite personal examples. This may be effective, but it is also dangerous. If the positive approach is used (I did it and got it), it may sound like bragging to some of the salesmen. And, if the negative approach is used (I didn't do it and didn't get it), the salesman may lose confidence in the boss.

Many contractors agree that a better way is to use examples of the salesmen. This provides a chance to compliment an alert salesman, and at the same time drive home an essential sales training point. It is best to pass the praise around among the salesmen, too.

Training salesmen to sell more roofing, siding and insulation is a continuous process. But, so is selling. It requires constant attention to new ways of doing things . . . ways to make more sales quicker and with less effort.



## CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

### CLASON SNOW GUARDS

Standard for Fifty Years

## THE M. N. CARTIER & Sons Company

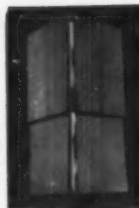
275 Canal Street, Cartier Building  
Providence, R. I.

Write us for Roofers Wholesale Prices

## USE KOKOMO KORERS

### For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

**BUGHER MANUFACTURING CO.**  
211 South Main Street, Kokomo, Ind.

## JACK TAR

### ROOFERS MOPS

Economical  
Long lasting

by Write for prices



**CUPPLES COMPANY**  
Manufacturers

600 Spruce

St. Louis 2, Mo.

**YOURS FOR  
THE ASKING  
SEE PAGE 4!**

## Pre-Cast Stone Siding

(Continued from Page 15)

and producing life-like designs have been researched and improved. In production, one of the most important was



Here are contents of a typical box of Glenstone. "Stones are packaged and shipped in standard sizes.

the development of steam curing about three years ago. Under the old method of pre-cast stone siding production the product had to be air-cured for twenty-eight days before it could be shipped. With steam curing the product can be ready for shipping within a few days.

Steam curing, according to Herbert Martey, is a controlled cure. The climatic conditions under which the product is cured are subject to exacting scientific standards. The result is a pre-cast stone which is uniform in quality and strength. Universal was among the companies active in the development of steam curing.

Good application is simple: The shape of the stones is standardized to some extent to facilitate application. Universal's stones are all rectangular. There are about nine different sizes. The stones are worked out on a random ratio. Master sizes break down into quarter sizes.

The basic four sizes from one master work out as follows:

8" x 20"  
8" x 10"  
4" x 20"  
4" x 10"

Universal has other large sizes that break down into halves. This eliminates the problem of fitting. The contractor cannot go very far in his pattern of application before he has to break a mortar line.

The basic pattern given to contractors gives the material a random appearance although in fact it isn't. Recently, Mr. Martey commented, a stone as narrow as 2" in depth—2" x 20", and also 2" x 10" has become popular. "This gives the long, narrow look, which is highly desirable right now," the manufacturer declared.



This is a cut-away panel showing layers of completed application—filled-in mortar joints, bond coat, steel lath and builder's felt.

As to the question of competitiveness Mr. Martey pointed out that the prod-

**AMERICAN ROOFER & SIDING CONTRACTOR** is first in roofing and siding advertising. Its advertisers are the blue chips of the industry . . . many of whom have been consistent advertisers for over 33 years. Practically every company that merchandises a complete line on a national basis appears in "American Roofer."

Even in overall advertising, "American Roofer" with its 13th issue, "Roofing, Siding and Building Specialties Manual" included, carries more advertising than all other publications in the field, combined.

**AMERICAN ROOFER & Siding Contractor**  
425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to **AMERICAN ROOFER** at \$3.00 for one year.

- ☐ Bill me for this amount.  
☐ Enclosed is a check or money order.

My Name..... Position.....

Company.....

Address.....

City..... State.....

**ANY Caulk Color...**

**has it!**

When you call for COLOR . . . call on CALBAR! Calbar Caulking Compound is now available in any color your job may require, including Brilliant Aluminum . . . to match every building material on the market. COSTS LESS . . . because it's permanently elasticized, goes on easier, stays on longer! Calbar colors are non-fading. In bulk and cartridges.



**FREE! CALBAR CAULK COLOR CHART**  
Ask your jobber today

**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products

2612-26 N. Martha St., Philadelphia 25, Pa.  
Our 35th Year as the Nation's leading Caulk Line



# calling all birds...



... stay away  
from buildings  
protected by...

barrier  
and  
repellent

**Nixalite**  
BIRD AND  
CLIMBING ANIMAL

Retains rugged  
strength, springiness and  
flexibility under all climatic conditions.

Write for 32 page illustrated  
Know How Manual



**NIXALITE COMPANY OF AMERICA**  
115-119 W. 3rd Street, Davenport, Iowa, U.S.A.

This Boosey  
ROOF DRAIN  
has these  
exclusive features!



Boosey No. 1148 Roof Drain is designed to  
provide the best drain solution for every type  
of roof construction.

Exclusive features include raglet for flashing  
seal, heavy one-piece clamping flange, visible  
connections and self cleaning bowl. Either  
metal flashings or roofing felts can be secured  
to sump without damaging either.

Send for the complete Boosey Catalog  
and Price List: It's the easy way to  
specify and order the exact roofing  
drainage specialty!

**Norman Boosey Manufacturing Co.**  
General Sales Office  
5281 Avery Avenue, Detroit 8, Michigan

**BOOSEY**

uct is sufficiently desirable to command  
a premium price. In price it is some-  
what higher than some other types of  
siding, but it is also considerably  
cheaper than natural stone, while pro-  
viding just as much permanence and  
good looks for the home. It is in  
roughly the same price range as alumi-  
num siding.

Photographs accompanying this arti-  
cle show the thickness of the actual  
siding and the underlayment which is  
used, also the random pattern, and the  
boxes in which the material is delivered  
to the applicator packaged.

Certainly pre-cast stone siding is a  
product which roofing and siding con-  
tractors should investigate for the in-  
teresting possibilities it offers to greatly  
increase their volume of business.

## Nailing It Down

(Continued from Page 11)

roofing be used. Such shingles, it said,  
could reflect the sun and lower tem-  
peratures by several degrees.

\* \* \*

Mainly because of the thriving con-  
struction industry, "now outperform-  
ing the most optimistic estimates of  
last November," the current business  
boom will continue well into 1956, the  
Chamber of Commerce of the United  
States predicted recently.

The Chamber pointed out that cur-  
rent construction expenditures are  
running at over \$41 billion per year,  
or \$2 billion to \$3 billion above top  
estimates of last year.

Plans by states and communities for  
new schools, highways, water and  
sewer systems were held by the Cham-  
ber to assure great expansion of con-  
struction activity "for as far ahead as  
we can see—at least for a full decade  
or longer, barring financial difficulties."  
It added that construction of new  
plants will continue to improve, and  
that home building will also grow pri-  
marily because of easy credit, enor-  
mous population shifts, middle class  
growth and tremendous interest, par-  
ticularly by women, in new designs  
and layouts for homes.

\* \* \*

Workers employed by member com-  
panies of the National Safety Council  
chalked up their eighth consecutive  
year of record-breaking safety per-  
formance in 1954. They had fewer on-  
the-job accidents in 1954, and the ones  
they had were less serious. Twenty-  
eight of the 40 basic industry classi-  
fications reduced their frequency rates,

## HYDE ROOFING KNIVES



**NO. 10—2 POINT  
ROOFING KNIFE**

Two cutting points on 2 in 1 heavy  
duty knife blade; easy to remove.

Extra blades. No. 102 Blade for  
No. 10 tough razor sharp steel.



**NO. 3 ROOFING KNIFE**

Super Hydrex chrome vanadium  
steel—short point.



**NO. 1 ROOFING KNIFE**

Low cost—short point round  
stained handle.

**HYDE MANUFACTURING CO.**  
SOUTHBRIDGE  
MASS. U. S. A.

## Manufacturers & Distributors

Everything for Roofing and  
Waterproofing

CAULKING COMPOUND  
ALUMINUM PAINT  
BITUSTATIC CEMENT  
ROOF COATINGS & CEMENTS  
INSULATION  
ROLL ROOFING—FELTS—  
PITCH—ASPHALT—COAL TAR  
COPPER—GALV. IRON

Insist on Genuine Durex Products

**METROPOLITAN**  
ROOFING SUPPLIES CO., INC.  
286 East 137th St., New York City

**CLASSIFIED  
ADVERTISEMENTS  
SEE PAGE 40!**

and half of them reduced their severity rates. The average accident frequency rate for employees in all industries submitting company reports to the Council, based on the number of disabling injuries per 1,000,000 man-hours, was 7.22 in 1954—a reduction of 3 per cent from the year before. The 1954 rate is just about half of the 1946 rate of 14.16.

"1955 is expected to be a good year for building. Potentially, the demand for new construction is about the same as a year ago." With these words, Melvin H. Baker, Chairman of the Board, National Gypsum Company, opened an Outlook prediction in the company's Annual Report, covering their operations in 1954. The Outlook continued:

"Since population increased about 3,000,000 during 1954, the demand has not diminished.

"The Housing Act of 1954 was designed to stimulate home building. A special provision of the Act will encourage trade-in sale of existing houses and the acquisition of new ones. Together with more liberal credit terms and the wide distribution of income in this country, this is expected to promote better housing for more families.

"The movement of population to suburbs has developed a continuing demand for more shopping and service centers, churches, hospitals and recreational facilities. Everywhere there is a pressing need for schools. Along the new highways so urgently needed, garages, service stations, restaurants and stores will be constructed. And, too, the remodeling market will grow as more homes are built and others become obsolete."

In discussing operating results of the first quarter of 1955 for The Ruberoid Co., Chairman Herbert Abraham pointed out that despite an increase of over 11 per cent in volume over the same period for 1954 net earnings declined sharply because of "keenly competitive conditions in the asphalt roofing industry which frequently occur and which resulted in abnormally low price levels."

Since asphalt roofing materials constitute a major portion of Ruberoid's business, the chairman said, "Ruberoid's earnings were affected more than was the case with other companies in the industry who are less

## Best fastener ever devised for BUILT-UP ROOFING!

THE  
**Stronghold**  
Line  
BETTER FASTENINGS FOR EVERY PURPOSE

**SQUAREHED**  
ANNULAR THREAD CAP NAILS



SQUAREHED Annular Thread Cap Nails are good news for roofers. They hold *permanently* tight. Use them for faster application, for better, longer lasting built up roofing—or wherever felt, canvas, paper or similar materials must be securely fastened.

SQUAREHED Annular Thread Cap Nails are one-piece, no fussing with nails and tins. You use fewer nails—save time and costs—because the bearing surface of the head is larger, won't cut roofing felt or other material. Corners are rounded. Heads won't curl at edges.

Best of all, the scientifically engineered annular threads "lock" with the wood fibres—*gain holding power after drying*—hold permanently tight.

**Write for samples and important technical data. Or ask for SQUAREHED Annular Thread Cap Nails by name from your dealer or distributor.**

There is only one STRONGHOLD Line—The original. Made only by

**INDEPENDENT NAIL and PACKING CO.**

BRIDGEWATER, MASSACHUSETTS, U.S.A.

½ More  
bearing surface  
•  
Won't cut  
roofing  
•  
Won't  
pull out  
•  
1 piece—  
Easier to use  
•  
Edge of Head  
won't curl  
•  
Fewer nails  
needed

## CUT SHARP and CLEAN without WOBBLE or PLAY

R. MURPHY *"Stay-Sharp"*  
ROOFING KNIVES



Write for FREE catalog  
showing the complete line.

Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

**There's an R. Murphy Knife for every purpose.**

**Tested  
Quality  
for  
Over  
100  
Years**

**R. MURPHY Knives**

AYER, MASSACHUSETTS

# INDEX ADVERTISERS

Ajax Building Bracket Co.....	31
Aluminum Company of America....	25
American Associated Co.'s.....	31
American Cement Products, Inc....	12
American Roofer & Siding Contractor .....	37
Berkeley Metal Products.....	32
Bird & Son, Inc.....	3
Boosey Mfg. Co., Norman.....	38
Bugher Mfg. Co.....	36
Calbar Paint & Varnish Co.....	37
Carey Mfg. Co., The Philip.....	26
Cartier & Sons Co., The M. N.....	36
Celotex Corp., The.....	17
Certain-teed Products Corp.....	6
Chase Bag Co.....	10
Cupples Co. ....	36
Flinkkote Co., The.....	8-9
Frey & Co., Frank P.....	34
Hyde Mfg. Co.....	38
Independent Nail & Packing Co....	39
Joliet Aluminum Specialties Corp...	33
Keasbey & Mattison Co.....	2
Koppers Co., Inc.....	5
Labco, Inc. ....	33
Levow, David .....	32
Lewis Asphalt Engineering Corp....	31
Metropolitan Roofing Supplies Co., Inc. ....	38
Midget Louver Co., The.....	35
Missouri Aluminum Products, Inc...	35
Murphy Knives, R.....	39
Nixalite Co. of America.....	38
Roofmaster Products Co.....	36
Silvercote Products, Inc.....Back Cover	
U. S. Aluminum Siding Corp.....	7
Universal Stone Corp.....	41
V & W Mfg. Co.....	36

dependent on the asphalt line.

"However, we are hopeful of an improvement in the price situation," he declared, "and with construction activity continuing at record levels, the balance of the year's operations should show improvement."

## Valley Flashings Are Important Defense Against Weather

A watertight roof is a home's first line of defense against the weather. Vital to the job of weather protection expected of a sound roof is proper installation of flashing at all junctions and breaks, before the asphalt shingles are laid.

Flashing is material that seals vulnerable roof areas against leakage, for example, the valley where two roof slopes meet at an angle. The flashing generally used for valleys is 90-pound mineral-surfaced asphalt roll roofing, in a neutral color or one that matches the asphalt shingle color.

An 18-inch wide strip of roll roofing is centered lengthwise in the valley and laid with mineral surface down. A second strip, 36 inches wide, is laid centered over the first strip, with the mineral surface up, and nailed in place.

## Snappy Showroom

(Continued from Page 27)

and enlightened as to the benefits of aluminum clapboard siding on local TV programs, so that, doors are easier to open for Moda salesmen, and sales are easier for them to close.

Moda employs 14 full-time salesmen, and 10 part-time men. Since this force covers all of central New England, sales meetings are held twice weekly to keep abreast of progress.

In all advertising and selling, Moda refers to "Aluminum Clapboard". According to Moda, this method has put them in a class by themselves—removed in the customer's mind from those firms selling merely "siding." They have always leaned heavily on brand name merchandise of excellent quality.

Mr. Robert S. Lufkin, Jr., Moda's manager modestly stated: "There's nothing really 'revolutionary' in the fact that a good location with the combination of quality specialty products backed by a continuous selling campaign of personal sales calls and local advertising has accounted for Moda's becoming a volume dealer."

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

### FOR SALE

ROOFING BUSINESS, ESTABLISHED many years, Western Nebraska. Only roofing contractor in trade area of 40,000. Grossing \$60,000.00 annually, high net profit. Owner retiring and has this business priced to sell. Information and free photos mailed, no obligation. C-5021 Continental, 804 Grand, Kansas City, Missouri.

ESTABLISHED RE-ROOFING, residing, flat roofing & metal business. Reputation excellent. Unsolicited volume \$75,000 year through excellent management & sales promotion. Sales at \$85,000 to \$100,000 per year. No development contracts. No complaint list. Fine opportunity for a sincere business manager to purchase a fine, profitable established set-up with complete Good Will, Title, equipment, etc. Present owner resident locally 40 years, Western Suffolk County area of Long Island, entering new field in South. Write Box 389, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y. 8-55

### SITUATIONS WANTED

TWENTY YEARS AS supervisor of sheet metal and roofing shop. Desire position as representative for large manufacturer of all types interior and exterior metals, also roofing and sidings of all kinds. Box 390, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

### MISCELLANEOUS

45% MORE BUSINESS immediately with this amazing book on Direct Mail Promotions. Twenty years study and experience for the introductory price of \$1.00. Money back guarantee. Supplied limited. Rochester Market Research, 804 Granite Building, Rochester, New York. 9-55

FOREMOST MANUFACTURER of colorful Asbestos Siding offers a few selected Siding Contractors Private Label Franchises in truckloads and carloads. Please address your inquiries to Box 388, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

**"ASBESTOS"—The Magazine**  
Keeps you up to date on happenings in the Asbestos Industry.  
Gives facts about Asbestos, technical developments.  
\$2.00 per year in the U.S.A.; \$3.00 in other countries.  
**"ASBESTOS"**  
808 Western Saving Fund Bldg.  
Philadelphia 7, Pa.

DEALERS SEE PROFITS ZOOM

IN MAMMOTH  
NEW-MARKET

AS THE STONE AGE COMES <sup>NEW</sup> WITH

# GLENSTONE

*The solid individual stone facing.  
It's live steam cured!*

It's pre-cast and live steam cured . . . up to 20' long. Has rugged rock-hewn texture that holds its natural coloration for life. In Crab Orchard, Sandstone, Fieldstone, and other natural colors.

***Sells on sight!***

***Appliques without skilled labor!***

***Big unit sales!***

***FHA Accepted item.***

## SPECIAL TO GLENSTONE DEALERS

We show you how to set up your sales staff — sell in one week! We train your applicators — apply within 2 weeks! We plan your promotion and advertising. Get qualified leads galore! Ends results . . . Bonanza in 3 weeks.



**Universal Stone Corp.**  
116 East Merrick Rd.  
Freeport, L. I., N. Y.  
Please send me full information and details on Glenstone exclusive protected franchise.

Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

ARS-55

**UNIVERSAL  
STONE CORP.**  
116 East Merrick Rd.  
Freeport, L. I., N. Y.  
Freeport 9-4161

Sales happy Glenstone dealers are watching an amazing phenomenon as Glenstone blasts open a big new money-making market in home improvement.

**BIG CONSUMER ACCEPTANCE** — And there's good reason, too. Because Glenstone provides powerful sales ammunition to fill so many customer needs and demands. It not only beautifies and protects a home forever, but also insulates against summer heat and winter chill . . . and in addition, ends all upkeep expense of painting, siding and shingling for all time. Valuable customer selling points . . . big big reasons for quick and easy Glenstone sales.

### EASY TO APPLY. NO EXPERIENCE NEEDED!

Because Glenstone is delivered to the job pre-cut and pre-cast, it applies without skilled labor. Just about any dealer can handle every Glenstone job with ease . . . and without previous stone experience. Comparable in cost to ordinary shingles.

### EASY TO SELL. GLENSTONE BACKS YOU UP WITH ADVERTISING AND PROMOTION

Powerhouse Glenstone Advertising in local newspapers, TV stations, radio and in national consumer magazines helps pay off for you in comfortable profits . . . drives customers your way. So what are you waiting for? Get all the details and the complete profit story now. Still a few protected franchise territories open. Either phone or fill out and mail the coupon below. Do it today!

# Don't take chances with Moisture!

## Avoid harmful condensation



# Silvercote®

### SIMPLEX REFLECTIVE INSULATION

**Meets all building requirements for a "breather" sheet**

Eliminate moisture traps in walls with Silvercote Simplex, an approved "breather" type paper with the famous Silvercote reflective surface on both sides. It allows moisture to escape; will not act as a harmful vapor trap.

Silvercote Simplex is an ideal sheathing liner for use under siding. It repels water, stops wind penetration; makes your siding job better. Silvercote Simplex costs only a trifle more than ordinary sheathing paper; does not smudge the siding; saves cleanup expense.

For an extra profit, suggest an application of

Silvercote Simplex to attic roof rafters or floor joists. Keeps homes up to 15° cooler in summer when properly applied.

**NOTE!** Full efficiency of Silvercote is achieved only when reflective surface faces  $\frac{3}{4}$ " air space. In most siding applications, however, a  $\frac{1}{8}$ " air film exists, permitting Silvercote surfaces to reflect radiant heat.

Fill in! Mail coupon for  
FREE samples and  
information.

Many well-known blanket manufacturers now use a Silvercote surface on the "breather" side. Ask your building materials dealer about it.

Silvercote Simplex, Duplex and Reflective Sheathing Liner in rolls are distributed by . . .



BIRD & SON, INC.



THE FLINTKOPF COMPANY

Silvercote Products, Inc.  
161 East Erie Street  
Chicago 11, Illinois

Please send me free samples and free book—"The Story of Silvercote Reflective Insulation."

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_